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VICTORIA PARK EAST

AREA REDEVELOPMENT PLAN

THE CITY OF CALGARY
PLANNING & BUILDING DEPARTMENT

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EXECUTIVE SUMMARY

Victoria Park East is poised in anticipation of the greatest change it will have experienced since its origins in the last century. The community is adjacent to the downtown and Stampede Park, beside the Elbow River and is midway between Lindsay Park and Fort Calgary. It is its location that will enhance the new role envisaged for Victoria Park East.

The area will ultimately become a blend of high density residential and specialized commercial ventures. The commercial uses will help in softening the edge between Stampede Park and the community. A wide range of retailing and entertainment facilities to serve both the resident population and Park attendees is expected.

The Area Redevelopment Plan provides the guidance for the evolution of the community as it goes through these changes. The Plan is based on previous decisions and directions given by City Council.

The first is the 4th Street sector. This "spine" of the community is seen as the gateway to Stampede Park, with commercial uses fronting the street. A western theme for building facades is encouraged and would tie into the public improvements being proposed for the street.

The area to the east of 4th Street is proposed to be high density residential, while the area to the west is proposed to be a mixed use district. The Macleod Trail couplet is also proposed to be a mixed use area, based on the L.R.T. South Corridor Land Use Study.

Incentives, in the form of flexible planning guidelines and bonuses, are included. Consideration of additional incentives and direct public involvement has also been raised.

The actual timing of redevelopment rests with the development industry which will be governed by market conditions. It is not expected that conditions will be conducive to substantial redevelopment for a few years.

The Summary Chart below outlines the basic land uses, densities and other features for each area. For full details, the relevant sections for each area should be used.

SUMMARY CHART

AREA	PROPOSED LAND USES	PROPOSED DENSITY	BONUS	OTHER COMMENTS
East of 4th Street	Residential	321 units/ha to 395 units/ha	Up to 14% more density	
	Commercial	In existing structures only.		Parking requirements may be relaxed.
4th Street	Commercial	2 F.A.R.	Up to 3 F.A.R.	-12 m wall face before stepping back structure. -western theme on 1st storey.
	Residential	Within total density	--	
West of 4th Street	Residential or	321 units/ha to 395 units/ha	Up to 14% more density	
	Commercial or	1.5 F.A.R.		-no retailing or auto-related services.
	Mixed Use	1.5 F.A.R. Commercial plus 210 units/ha		-can be mixed within building or site.
Macleod Trail	Commercial and Residential			Governed by the L.R.T. South Corridor Land Use Study.

OTHER FEATURES:
Bonusing- may be available for a variety of off-site improvements which the City will provide.
Riverbank- establishment of a major linkage between Fort Calgary and Lindsay Park is recommended.
Designations- would become Direct Control with specific guidelines for each area.

I. PREFACE

Area Redevelopment Plans (A.R.P.'s) are planning documents for communities within the City and are to be considered in combination with other plans, by-laws, and policy documents. They are intended to supplement the Land Use By-law by providing directions within which the discretion of the approving authority should be exercised in a particular community. Districts under the Land Use By-law apply uniformly throughout the city. This A.R.P. is therefore intended to provide a community orientation to the district uses and rules.

This document should not be viewed as having only one interpretation. More than one reasonable interpretation may arise when reviewing a specific proposal. Therefore, the proposal that contributes the most to the overall objectives is desired.

The A.R.P. provides direction for Victoria Park East for the next 15 years. However, the realistic life span of the document depends on the speed of redevelopment in the community. Reviews of the document should therefore occur at least every three years. If redevelopment occurs rapidly, reviews should be undertaken sooner. Reviews could possibly occur after one-third and two-thirds of the private land is approved for redevelopment.

II. STUDY AREA

The policies and directions of this plan apply to Victoria Park East, the Calgary Exhibition and Stampede Grounds, and the Macleod Trail Couplet (Map 1). The general boundaries are 11th Avenue to the north, 1st Street S.E. to the west, and the Elbow River and its banks to the south and east, (Map 2).

MAP No. 1 VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

TITLE
LOCATION MAP

LEGEND

STUDY AREA

VICTORIA PARK EAST

DATE October 1984

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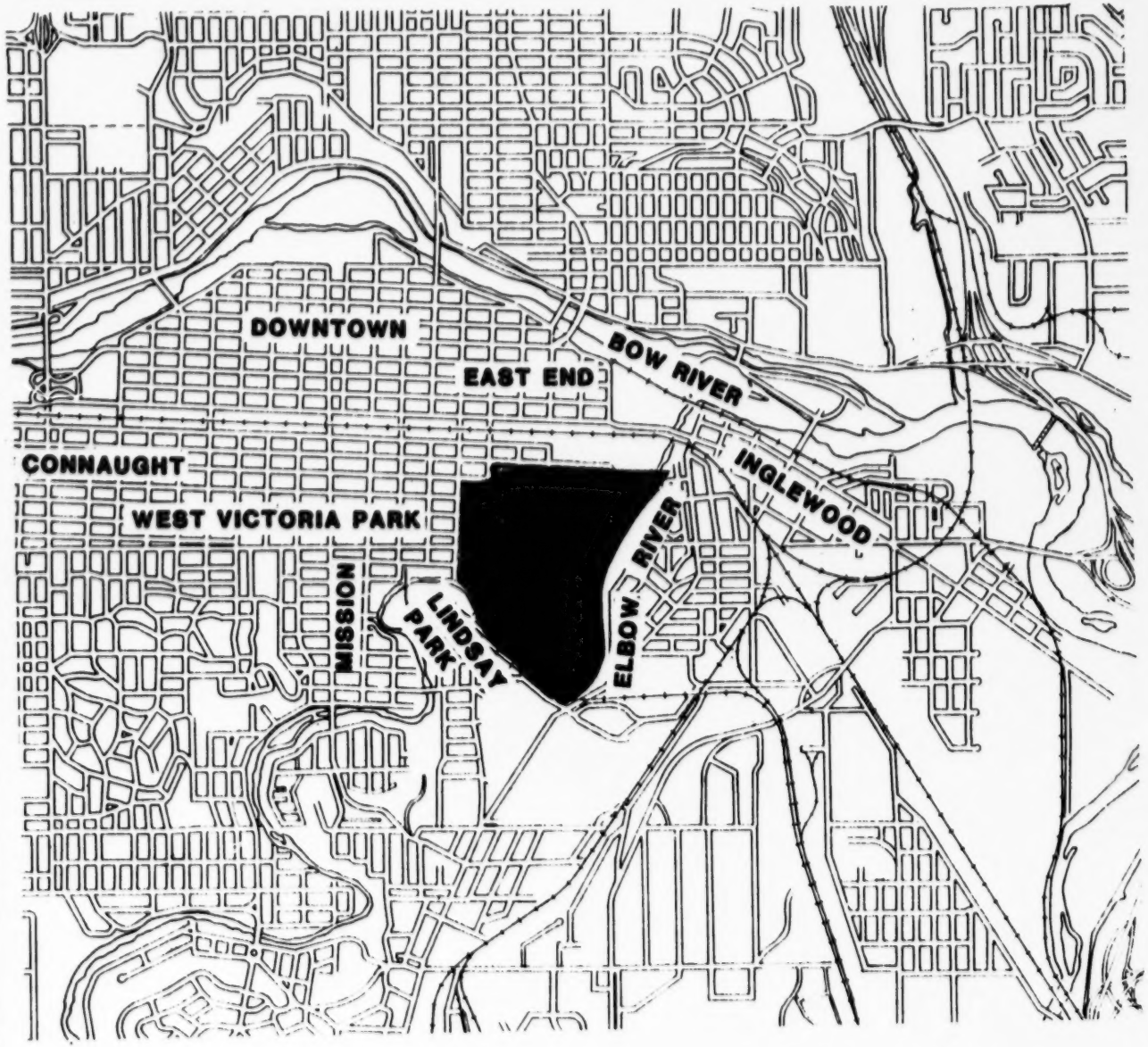
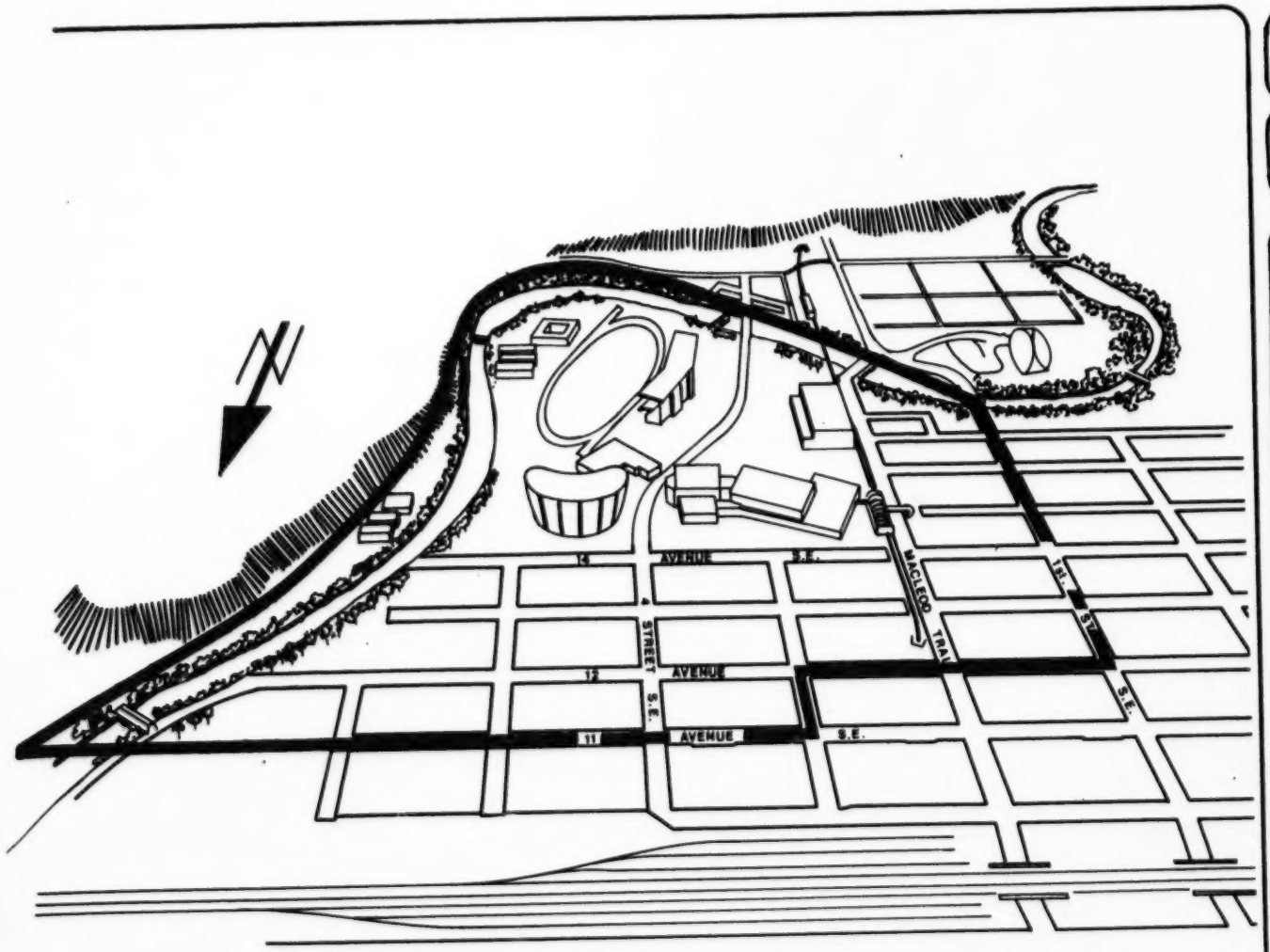




VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

MAP No 2

TITLE **STUDY AREA BOUNDARY**

LEGEND

STUDY AREA BOUNDARY

DATE **October 1984**

THE CITY OF CALGARY
PLANNING DEPARTMENT

III. CONTEXT

By the year 2000, Calgary will be a city of approximately one million people. Many changes must occur to accommodate this growth.

The redevelopment of the East End of Downtown to a high density residential area should be well underway. A Fort Calgary Master Plan should be implemented. The 17 year old Lindsay Park Acquatic Centre will be a well established landmark and recreation facility. Stampede Park will be providing; new recreational activities, based on changing technology and an increased population, in addition to providing many of the same activities currently found in the Park.

Victoria Park East should also be substantially redeveloped. The A.R.P.'s vision of 4th Street should be a reality with a strong western theme embracing the wide variety of commercial and entertainment facilities.

However, for Victoria Park East to blossom into the integral role envisaged for it, massive change has to occur.

Currently, there are no signs of redevelopment activity in the area. Consequently, Victoria Park is rapidly deteriorating. To reverse this trend, some basic conditions must be achieved.

The vitality of Victoria Park depends, to a large extent, on the health of Calgary's economy. When the economy recovers, the vacant residential and commercial projects in other areas of the city would absorb the first round of growth-related demands. Only then would new development begin in Victoria Park East.

Victoria Park East would still, however, be in competition with more established communities in the city. High density residential areas such as the Beltline, Eau Claire and the East End will compete with the proposed residential component of Victoria Park.

Commercial areas such as 17th Avenue S.W., 10th Street N.W. and the South Downtown will provide competition for the proposed commercial components in Victoria Park.

For the area to compete successfully with these other areas, a number of conditions must change. They are:

1. The negative image associated with Victoria Park East must be discarded. This can be achieved by encouraging the development industry to commence some quality projects in the area.
2. Land prices in Victoria Park East must be competitive with land in other areas of the city. Also, the assembly of land must occur relatively easily.

This is especially important because much of the land east of the L.R.T. tracks is owned by a large number of individuals.

3. The revenue potential of properties to be assembled must increase for long-term assembly to be appealing.

4. The development industry must feel confident the future of Victoria Park East is secure.

5. The long-term plans of the Calgary Exhibition and Stampede must be known.

For Victoria Park East to compete successfully and expediently with other, more established communities, additional incentives will likely be required. A clear and flexible planning document will assist in removing uncertainty, reduce time delays and hopefully, attract those first few developers to the area.

City Council, in approving past policy documents, has taken the approach that policies are established and the private market then undertakes to redevelop an area. In some areas, bonuses related to extra density have been available to developers.

City Council may wish to speed up the redevelopment of the area by offering additional incentives, or in fact, take a more active role in starting the redevelopment process. These other options are outlined in the Implementation section of the A.R.P.

IV. GOALS OF THE VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

The following goals provide the broad framework for the Area Redevelopment Plan. They are a general indication of what can be achieved or pursued. The extent to which they are met will influence the long-term livability of the area and the area's ability to fit into the broader city fabric. A strong relationship therefore exists between these general goals and the specific policies and implementation strategies that follow.

A. To implement the policies of the Calgary General Municipal Plan and the Inner City Plan.

These plans establish a general direction for the City. By using the Area Redevelopment Plan as one implementing tool, these general policies can be fine-tuned to ensure the special and unique characteristics of Victoria Park East are recognized and enhanced. Some General Plan examples are to increase residential densities in the inner city, improve the riverbank system and to integrate various recreation facilities. The broad perspective provided by these plans in concert with the Area Redevelopment Plan, will contribute to the well-being of the whole City.

B. To fully utilize the unique location of Victoria Park East.

Victoria Park East is strategically located close to the downtown, with Fort Calgary, Lindsay Park and the Elbow River all within easy walking distance. In addition, the Calgary Exhibition and Stampede Grounds provide regional recreation facilities not found elsewhere in the city.

C. To encourage a variety of land uses that will provide services to residents of Victoria Park East, the City of Calgary and visitors.

Due to its unique location, Victoria Park East can accommodate a wide range of residential, commercial and recreational uses that will attract people from all areas of the city. The community, therefore, has the potential to become one of Calgary's most exciting "new" areas.

D. To provide the opportunity to create a unique high density residential neighbourhood, in terms of physical and social development, innovative building forms, site design and technology.

Due to the high probability that the community will be totally redeveloped, ample opportunity exists for the creation of a high density neighbourhood with a variety of building forms and social mix. Therefore, guidelines and bonusing standards should be flexible enough to allow the development industry the opportunity to develop projects in ways not possible in other areas of the city.

E. To encourage development which is compatible with both the community and the Calgary Exhibition and Stampede.

In the past, a hard boundary existed between the community and the Calgary Exhibition and Stampede. A number of land uses related to the grounds, such as tack shops, hotels, restaurants and bars, could be located in Victoria Park. As the Grounds are revamped into becoming more of a year-round "park", recreational opportunities would increase for Victoria Park residents and visitors.

F. To provide a northern entryway and vista to the Calgary Exhibition and Stampede Grounds that is functional, exciting and serves a variety of users.

Through other studies, such as the Mayor's Task Force on Victoria Park and the Victoria Park Design Workshop, 4th Street S.E. was identified as having potential as a gateway to the Park. The street could also provide opportunities for compatible uses that relate to the Grounds. It could even function as a pedestrian mall or ceremonial route during special events such as the annual Stampede.

G. To encourage the Calgary Exhibition and Stampede to fully realize the potential of the Park as a year-round recreational facility.

The Calgary Exhibition and Stampede occupies a strategic parcel of land, which provides a potential link to other major recreational facilities such as Fort Calgary and Lindsay Park. There is one study being conducted which will examine the long-term role of Stampede Park. The study should determine the best uses for the site so that, in future years, Calgarians and visitors can enjoy the park year-round.

H. To ensure that all public initiatives are compatible and coordinated, therefore, providing a comprehensive set of improvements.

As Victoria Park East revitalizes, there will be a series of public improvements necessary to ensure the livability and attractiveness of the area. It is important to have these improvements co-ordinated to ensure the most efficient use of funds.

V. TRANSPORTATION

Introduction

Barriers on four sides of the area isolate and confine Victoria Park East. They are the railway tracks to the north, Stampede Park to the south, the L.R.T. tracks to the west and the Elbow River to the East. This Plan ensures that the type, form and density of development will be compatible with the capacity of the transportation network. Because Victoria Park East is isolated, it is important to the viability and vitality of the area that excessive pressure not be placed on the transportation network.

A change in one of the components of land use or the transportation network will necessitate changes in the other components if the delicate balance is to be maintained.

Policies

1. The following road designations shall apply (Map 3):

   Major Roads - Macleod Trail, 1st Street S.E., a portion of 12th Avenue S.E., 11th Avenue S.E. (as the South Downtown By-pass).

   Collectors - 4th Street S.E.

   Local - all other roads.

2. The role of 4th Street S.E. shall adhere to the following criteria:

   (a) The road will function as the main access route to Victoria Park East.

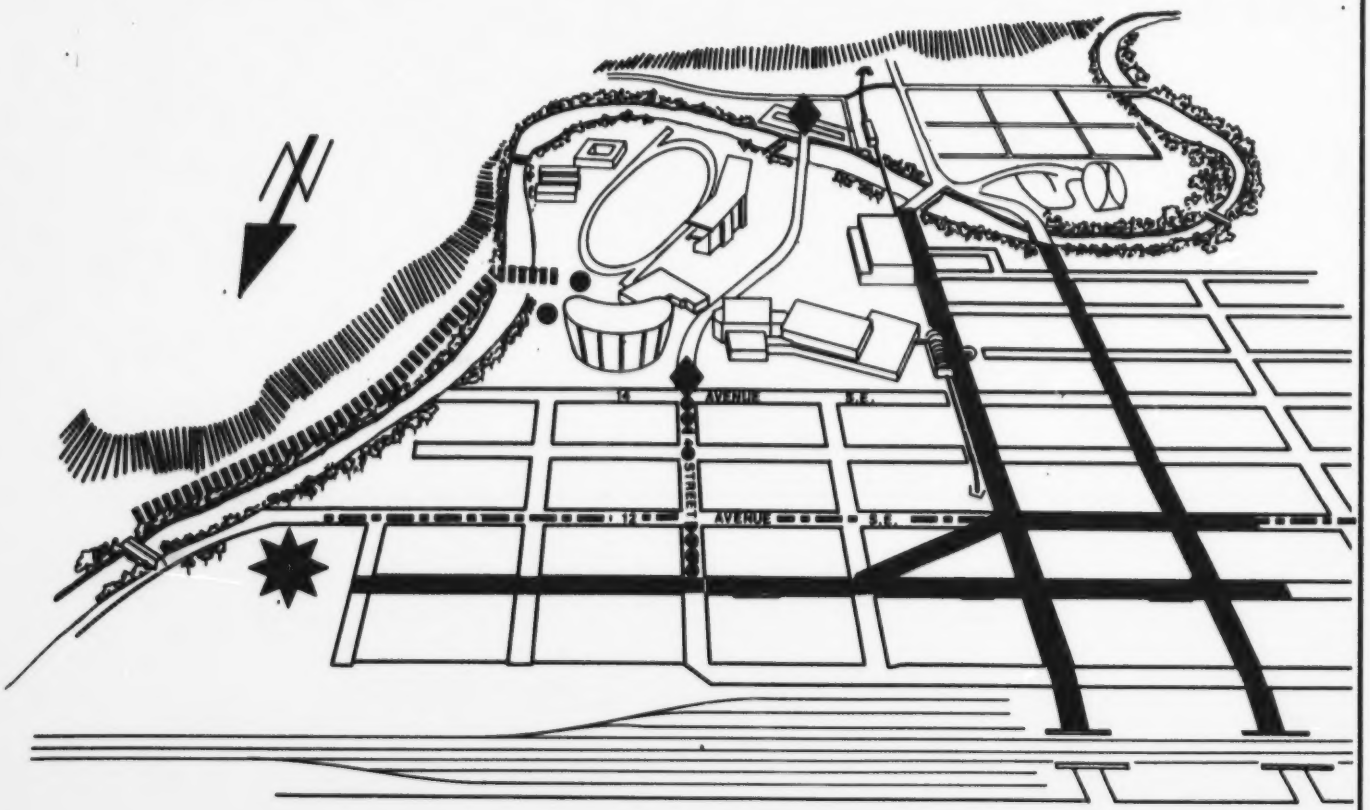
   (b) The road will function as a connection between the South Downtown By-pass and the Stampede Grounds where it will terminate as a public thoroughfare, at the northern boundary of the Grounds.

   (c) The road from 11th Avenue to 14th Avenue S.E. will remain at 4 lanes, with the exception of widening for turn lanes from 12th Avenue S.E. northward.

   (d) Once Victoria Park East is redeveloped, the use of 4th Street East during p.m. peak hours as an access point to Stampede Park is not encouraged as the 4th Street/ 11th Avenue intersection would be at capacity.

   (e) The road may be closed to vehicular traffic from 11th Avenue to 14th Avenue S.E. for special events such as parades, temporary malls, street fairs and Stampede events.

   (f) New developments fronting on 4th Street S.E. should not gain direct vehicular access from 4th Street S.E.



VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

MAP No 3

TITLE

Road Hierarchy

LEGEND

- MAJOR ROAD
- COLLECTOR ROAD
- CALGARY TRANSIT GARAGE
- STAMPEDE ACCESS
- BUS TERMINAL
- BUS ONLY
- TRANSIT ROUTE

DATE

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(g) Alternate emergency and service vehicles' access to Stampede Park from the north shall be provided for when the 4th Street route is closed for special events.

3. Access to the proposed East-West Connector route from new developments should be reviewed on a site specific basis.

4. The proposed East-West Corridor route, as it passes through Victoria Park East, should split into a couplet west of 3rd Street S.E.

5. The development of any bikeway system should tie into the Inner City Bikeway Route.

6. A periodic review of identified major transportation improvements, on which density of development is predicated, should occur when necessary to ensure densities do not exceed the capacity of the transportation system.

VI. PARKS AND OPEN SPACE

Introduction

There are three categories of parks and open space envisaged for Victoria Park East. The first type is regional in nature and the Elbow River is the focus of this system. The next is local in nature and includes Victoria School and the Community Association grounds. In addition, private developers are encouraged to provide landscaped open space at grade which would be visable and accessible by the general public. The third type of open space is the Calgary Exhibition and Stampede grounds. This area will be dealt with in Section VIII, Part E (Stampede Park).

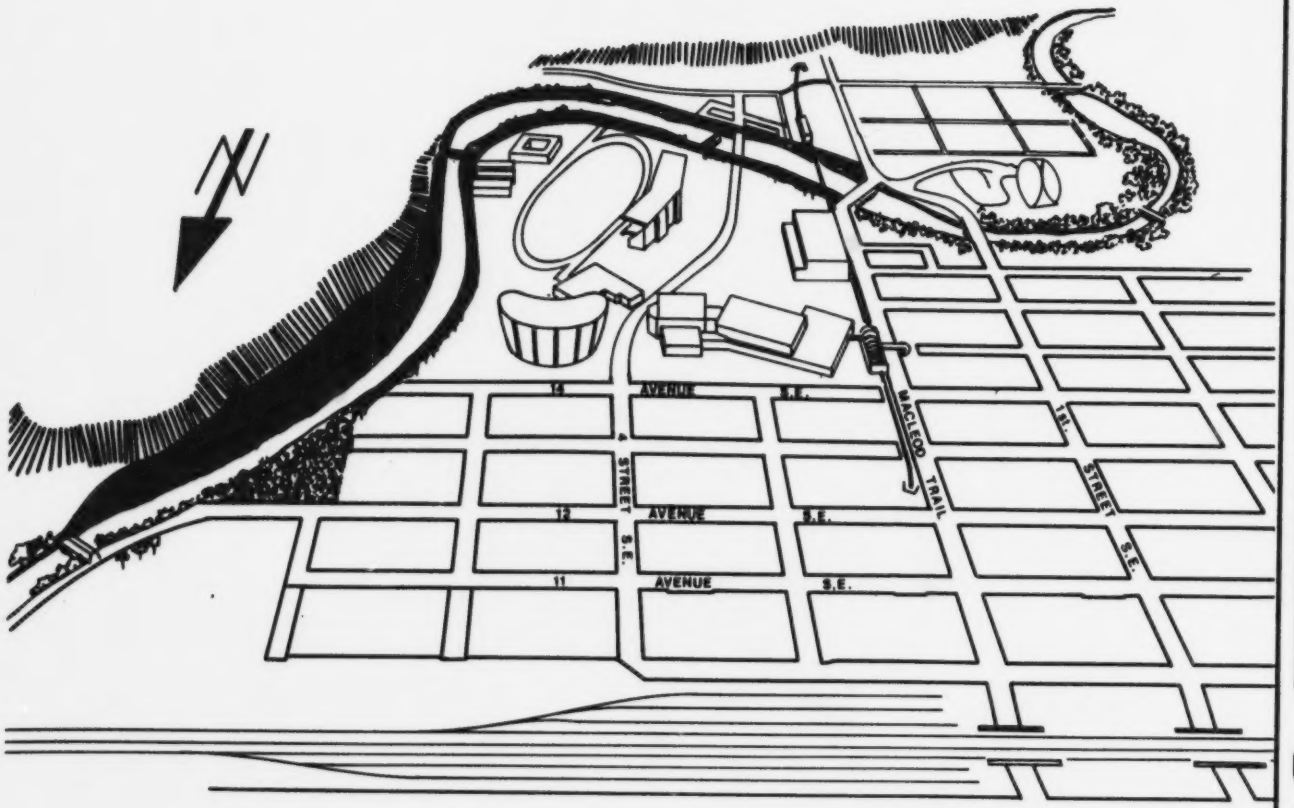
Policies

1. Those lands abutting the Elbow River adjacent to Stampede Park, between Fort Calgary and Lindsay Park, should be developed as a linkage system between these facilities. (Map 4)

   (a) Major improvements are in the process of being made for Fort Calgary and Lindsay Park and the linkage system should tie these two facilities together.

   (b) The east and south banks of the Elbow River should be rehabilitated in a natural manner with some pruning, cutting and shoring. There should also be provision of occasional rest stops on a continuous pathway. A minimum of ten m is required but may be as wide as 30 m.

   (c) The west and north banks should have a strip up to 30 m wide adjacent to the river edge. This strip should be developed as an amenity area integrated with the year-round activities of the Stampede Park. Such amenities could include picnic facilities and rest areas.



VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

MAP No 4

TITLE

Off Site Open Space Bonusing Sites

LEGEND

- RIVER BANK IMPROVEMENTS
- PARK IMPROVEMENTS

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(d) The pathway system on both sides of the river should be continuous, and get around barriers such as the south entrance bridge to Stampede Park.

(e) In places where private lands extend to the river edge, the extension of the pathway system should form part of the negotiations, should these lands be redeveloped.

(f) A pedestrian bridge should be constructed over the river in order to provide access from the community to the east bank of the river.

2. A substantial portion of the Victoria School site should remain as open space. Should Victoria School be declared surplus, the City would give very high priority to the exercise of its right under the present agreement with the School Board for acquiring the site with the intention of fulfilling the objectives of the area redevelopment plan.

3. The Victoria Community Hall and grounds shall remain as an active recreation area for residents.

4. If 7th Street S.E. north of 12th Avenue S.E. is no longer needed as a roadway, it shall be closed and incorporated into the adjacent city-owned riverbank lands.

5. Small landscaped open space areas, ranging in size from 280 m^2 (3,000 sq. ft.) to 465 m^2 (5,000 sq. ft.), are to be encouraged rather than large open space schemes. These should be located on private lands.

   (a) such areas should have direct access and high visibility to a public sidewalk.

   (b) such areas may be designed for passive, active or meeting uses, and these uses should relate to the demographic structure envisaged for the residential and/or commercial building.

   (c) spaces could function as public areas and reasonable access to the public should be maintained.

6. Public art and sculptures are encouraged to be located in landscaped open spaces and sidewalks if it does not unduly impede pedestrian movement.

VII. HERITAGE CONSERVATION

Introduction

Cities that are memorable and attractive are so, in part, because a commitment has been made to maintain heritage sites, buildings and areas. In Victoria Park East, Calgary has the opportunity to preserve some of the community's early architecture, thereby providing residents and visitors with some visible roots to the past.

The following policies are intended to help provide variety in Victoria Park East's built form as well as providing economically viable spaces for a variety of uses through heritage conservation.

Policies

1. Heritage policies shall apply for the following list of provincially-designated heritage sites and potential heritage sites. The list of potential sites have varying degrees of significance. The evaluation process is underway which will determine their priority and eligibility.

2. Those sites designated under the Alberta Historical Resources Act shall be governed by the provisions of that Act.

3. Comments and recommendations from the Heritage Advisory Board should be attached to the development permit and subdivision and land use applications and forwarded to the Approving Authorities.

4. If such a site is considered worthy of preservation, negotitations concerning the development permit application, should consider other benefits that may make the preservation of the structure more viable.

These could include:

(a) relaxation of by-law provisions such as parking;

(b) transfer of density;

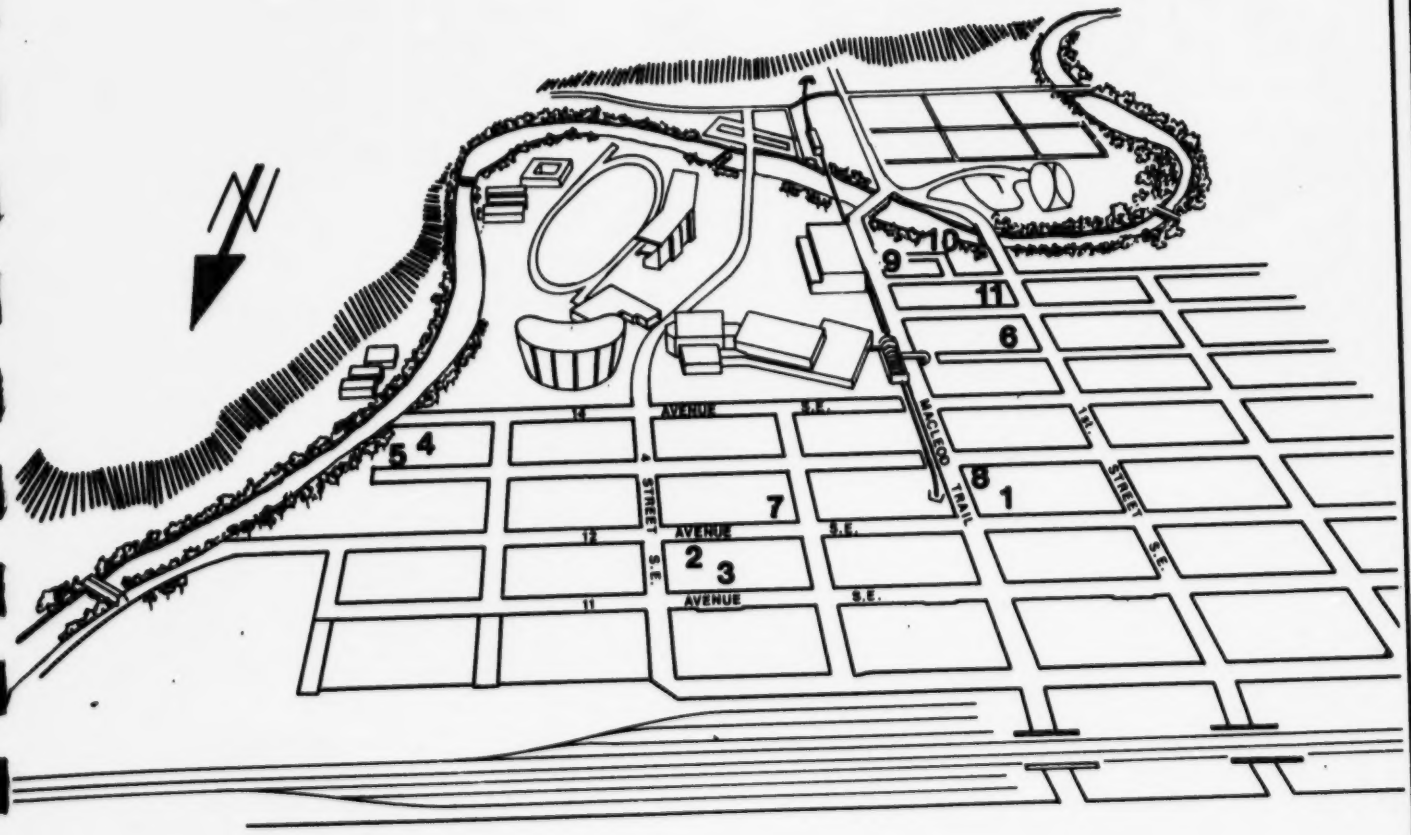
(c) property tax incentives;

(d) flexibility of use.

POTENTIAL HERITAGE SITES

1. 229 - 11 Ave. S.E. Calgary Labour Temple
2. 411 - 11 Ave. S.E. Victoria School
3. 411 - 11 Ave. S.E. Victoria Bungalow School 1919
4. 619 - 13 Ave. S.E. Oliver's House
5. 631 - 13 Ave. S.E. Apartments
6. 215 - 15 Ave. S.E. MacDonald Apts.
7. 1204 - 3 St. S.E. Dafoe Apts.
   Row Housing 13th Ave. S.E. & 3rd St.
8. 1203 - Macleod S.E. Curtis Blk.
9. 1808 - Macleod S.E. Firehall #2*
10. 1833 - Park Rd.S.E. Hatfield Court
11. 1710-1716 1 St.S.E. Rowhousing

* Provincially Designated



VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

MAP No 5

TITLE

Heritage Sites

LEGEND

DATE

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VIII. LAND USE AND DEVELOPMENT

A. 4TH STREET

Introduction

4th Street will function as the commercial heart of Victoria Park, with a wide variety of attractions and activities which will change by the hour, day and season. The street will provide opportunities for shopping, viewing and entertainment.

The revitalization of 4th Street, incorporating a western theme, will establish a unique image for Victoria Park, and link the different parts of the community together. By coordinating the building and design features on 4th Street with a program of public improvements, an excellent opportunity exists to create a western theme and provide a "front door" to the Calgary Exhibition and Stampede.

In addition to providing a vehicular and pedestrian access to the Stampede Grounds, 4th Street could be transformed into a temporary market street fair or ceremonial route. The millions of residents and visitors who will be attending events or the grounds, including the 1988 Olympics, will benefit from such an entryway.

Policies

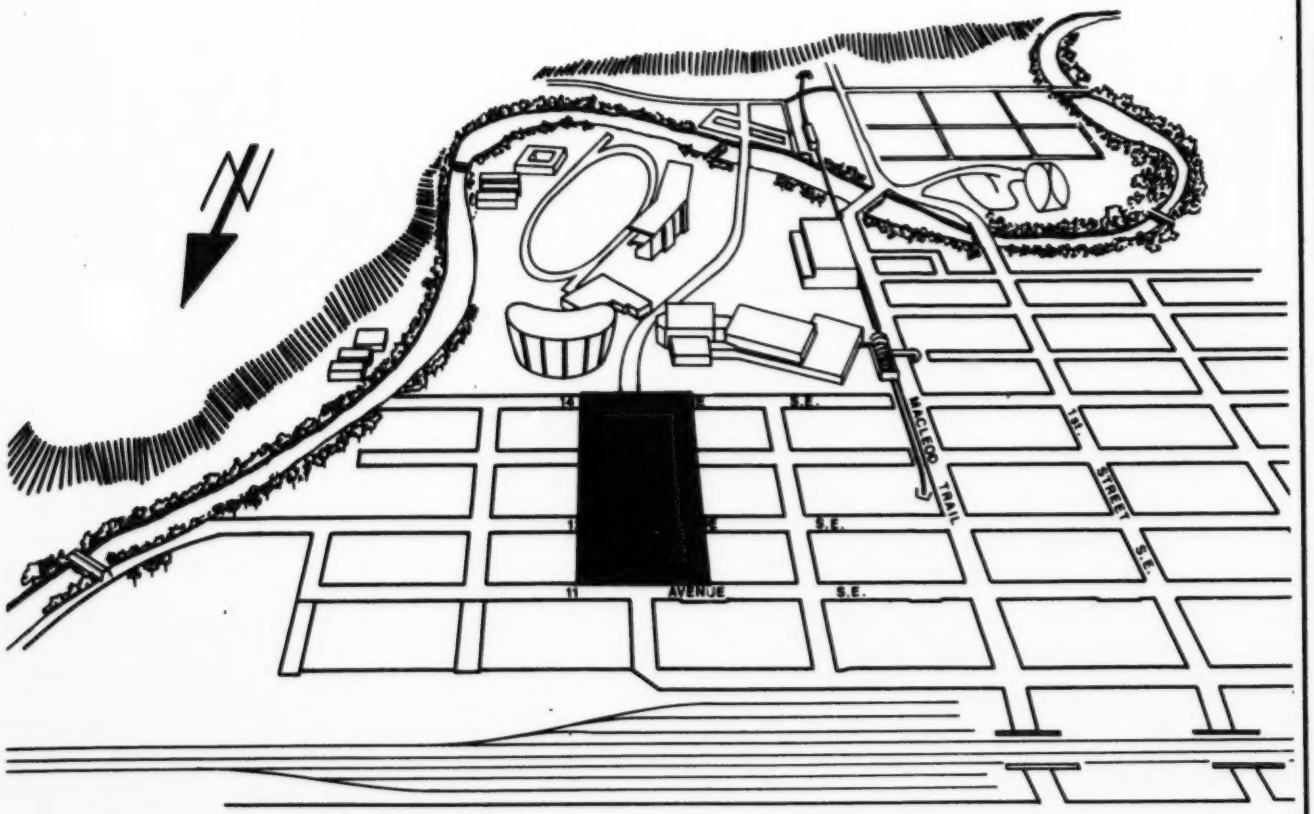
The following policies are designed to encourage the revitalization of 4th Street. The area where these policies will apply is indicated on Map 6. The typical site depth could be 38 m (125'). However, this site depth may be extended to 46 m (150'), for a project demonstrating a need for increased space.

1. Both residential and commercial uses may be permitted in the 4th Street sector.

2. Commercial densities of 2 F.A.R. are permitted, and may be bonused up to 3 F.A.R.

3. Residential and commercial uses are permitted in the same structure in accordance with the discretionary use rules as outlined in the C-3 General Commercial District rules of the Land Use By-law.

4. Commercial activities such as retail uses, restaurants, recreation, cultural and service enterprises should be located on the first two storeys of new developments.



VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

MAP No 6

TITLE
4 th Street Sector

LEGEND

4 th Street

DATE
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PLANNING DEPARTMENT

5. In order to increase the public sidewalk area, new developments should be set back a minimum of 3 m from the property line. This area should function as an extension to the public sidewalk and be constructed with the same paving material.

6. Pedestrian access to the commercial uses should be from 4th Street only, and be separate from residential access points.

7. In order to encourage the use of 4th Street for markets, street fairs, and other special events, the road may be temporarily closed to vehicular traffic. Such closure would require the approval of the City of Calgary Board of Commissioners.

8. The design of new developments fronting on 4th Street should incorporate the following features:

   (a) provision of a continuous frontage.

   (b) a maximum height of the wall face fronting on 4th Street not greater than 12 m (40 feet).

   (c) a building form and design treatment which allows for sunlight to fall on the opposite side of 4th Street between the hours of 10:00 a.m. and 2:00 p.m. (M.S.T.) from March 21st to September 21st.

   (d) features which increase pedestrian comfort, such as arcades and awnings.

9. New developments should incorporate the following treatments in order to develop a unique commercial area and to blend in with the public improvements program. Examples are shown in the Supporting Information section of the document.

   (a) a western style facade, reminiscent of Calgary's frontier heritage. This facade treament should apply to at least the first storey.

   (b) a signage system incorporating a western theme.

10. A public improvement program for 4th Street should be undertaken in accordance with the guidelines set out in the Implementation and Supporting Information Sections of the document.

VIEW OF PUBLIC IMPROVEMENTS ON 4th STREET S.E.

B. EAST OF 4TH STREET

Introduction

This small precinct has the potential to be one of the finest high-density residential areas in the city. It is adjacent to the Elbow River and is within easy walking access to major recreational and entertainment facilities and the downtown.

Also, the major emphasis on establishment of a sizable population will help support proposed commercial activities further to the west.

The following policies have been designed to allow the development industry flexibility to experiment with different forms of high-density housing. This would result in the development of a unique and creative residential precinct for high-density living.

Policies

1. The area where the following policies apply is indicated on Map 7. The following general land uses are permitted:

   (a) all forms of residential use

   (b) structures existing as of May 15, 1984, may contain commercial uses

   (c) public uses such as schools, day care facilities, nursing homes and churches.

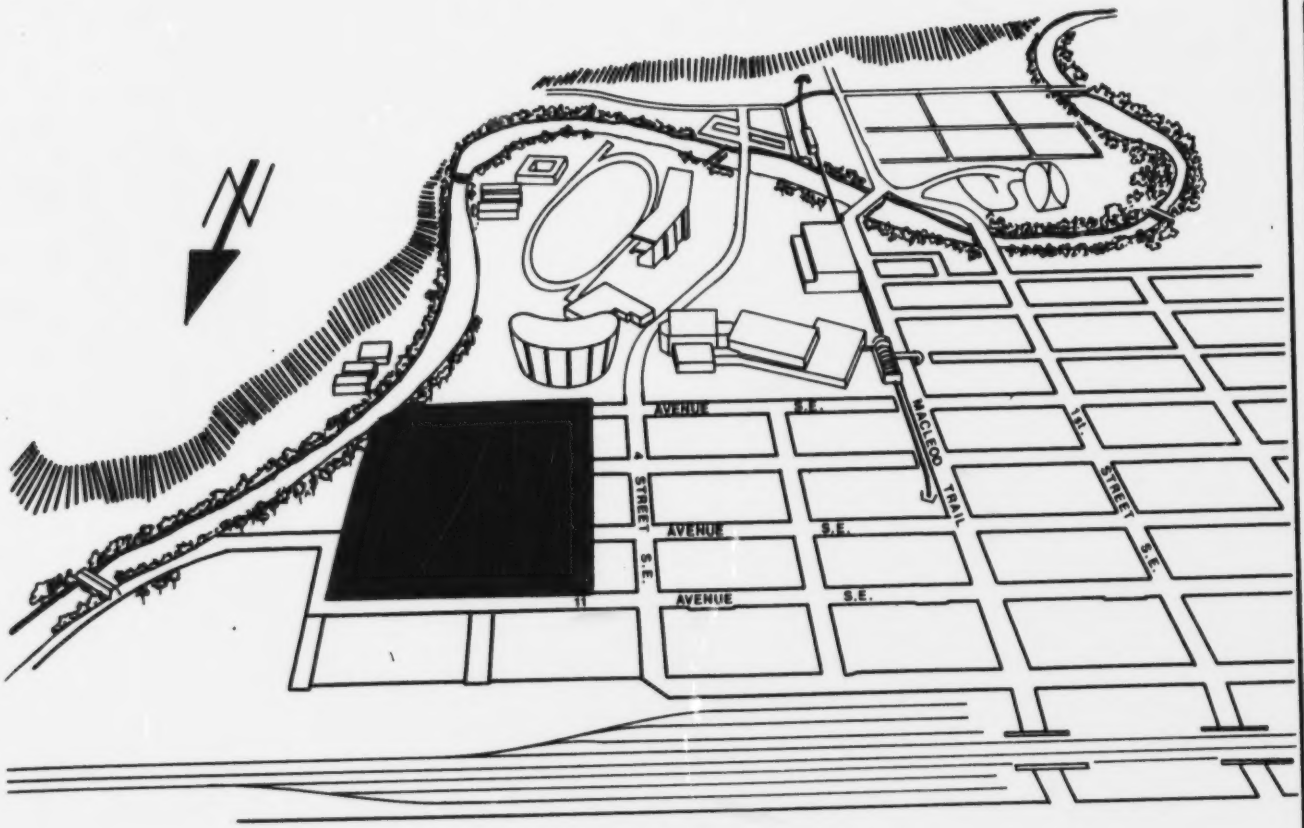
2. The following densities shall apply:

   (a) maximum residential densities will range from 321 units/ha (130 units/acre) to 395 units/ha (160 units/acre) as defined in accordance with the RM-7 District Rules of the Land Use By-law additional density of up to 14% may be bonused (366 units/ha to 450 units/ha)

   (b) commercial - limited to existing structure size

3. A variety of housing forms and designs should be encouraged.

4. Where existing structures are used for commercial purposes, parking standards may be reduced.



VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

MAP No 7

TITLE
East of 4 th Street Sector

LEGEND

EAST OF 4 th STREET

DATE
October 1984

THE CITY OF CALGARY
PLANNING DEPARTMENT

C. WEST OF 4TH STREET

Introduction

This area, due to its location near the Stampede L.R.T. station, the 4th Street commercial strip and the Stampede Grounds can logically support both residential and commercial uses.

It is expected that the catalyst for residential development would be the commercial component. However, this commercial development should not detract from the 4th Street commercial area.

Policies

1. The area where the following policies apply is outlined on Map 8.

2. Three land use and density options may be considered:

   (a) pure residential with densities ranging from 321 units/ha (130 units/acre) to 395 units/ha (160 units/acre) as defined in accordance with the RM-7 District rules of the Land Use By-law. Additional density of up to 14% may be bonused (366 units/ha to 450 units/ha). Alternately, a hotel development with a maximum floor area ratio of 3.7:1 or a maximum floor area ratio of 4.2:1 through the use of the bonus system may be allowed

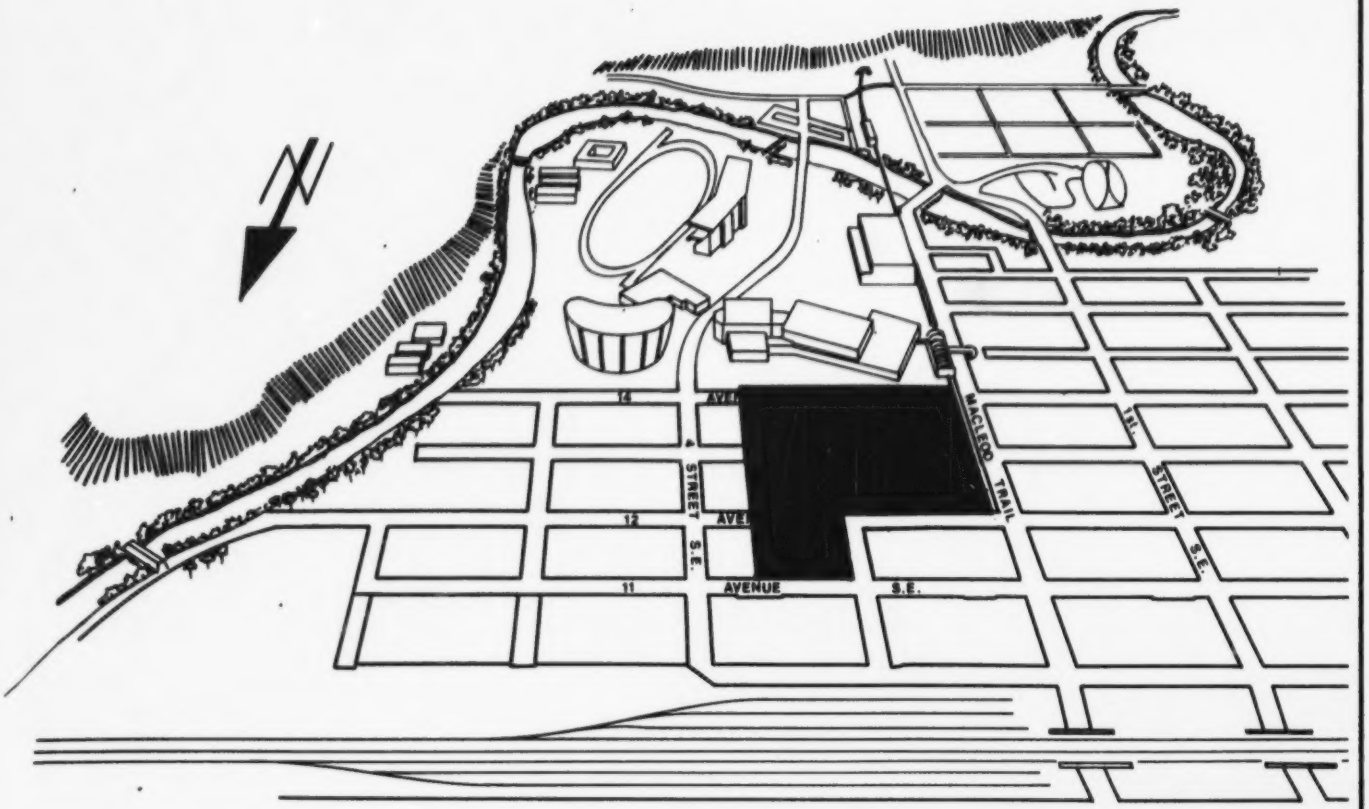
   (b) only commercial at 1.5 F.A.R.

   (c) commercial at 1.5 F.A.R. and residential units up to 210 units/ha (85 units/acre). Alternately, the residential component may be replaced by a hotel development with a maximum floor area ratio of 2.0:1.

3. Commercial uses as identified in the C-2 Discretionary Uses Section of the Land Use By-law should be viewed as generally appropriate with the exception of all uses that involve servicing, repairing or selling automobiles and retail uses.

4. Where commercial uses are being provided in an existing structure (as of May 15, 1984), there may be a relaxation of planning standards such as parking.

5. Appropriate parking standards will be formulated by the Administration and the Calgary Parking Authority, and a report will be forwarded to City Council, as directed in November, 1982. Parking standards should be kept intentionally low to ensure that the roads will not become overly congested.



VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

MAP No 8

TITLE
West of 4 th Street Sector

LEGEND

WEST OF 4 th STREET

DATE
October 1984

THE CITY OF CALGARY
PLANNING DEPARTMENT

D. MACLEOD TRAIL COUPLET

Introduction

On July 29, 1980, City Council approved the L.R.T. South Corridor Land Use Study. Subsequent to that approval, City Council indicated that land use policies affecting the Macleod Trail Couplet area were to be based on this policy plan.

Effective land use planning of the corridor and stations will contribute substantially to the success of the L.R.T. system. Land use policies should encourage development of a type, density and design oriented to L.R.T. use. Development should also be compatible with adjacent communities.

The Calgary General Municipal Plan (1979) recognizes this and has a series of policies which encourage employment and residential opportunities along major transit corridors.

In addition to encouraging higher density, mixed use developments, the L.R.T. South Corridor Land Use Study also encourages the development of convenient, safe and comprehensive pedestrian systems in the station areas.

One of the main functions of the Stampede Station is to provide service to and from Stampede Park. The thrust of the Stampede Station Area Station Plan, as outlined in the L.R.T. South Corridor Land Use Study, is to create an exciting shopping, entertainment, employment and living centre immediately adjacent to the station. Although higher intensity land uses are envisaged for this area, limited capacity on the major arterials and other transportation constraints have resulted in reduced densities being recommended for the area.

Policies

1. The area where the following policies apply is outlined on Map 9.

2. The following Direct Control redesignations shall be considered appropriate for reviewing development permit applications:

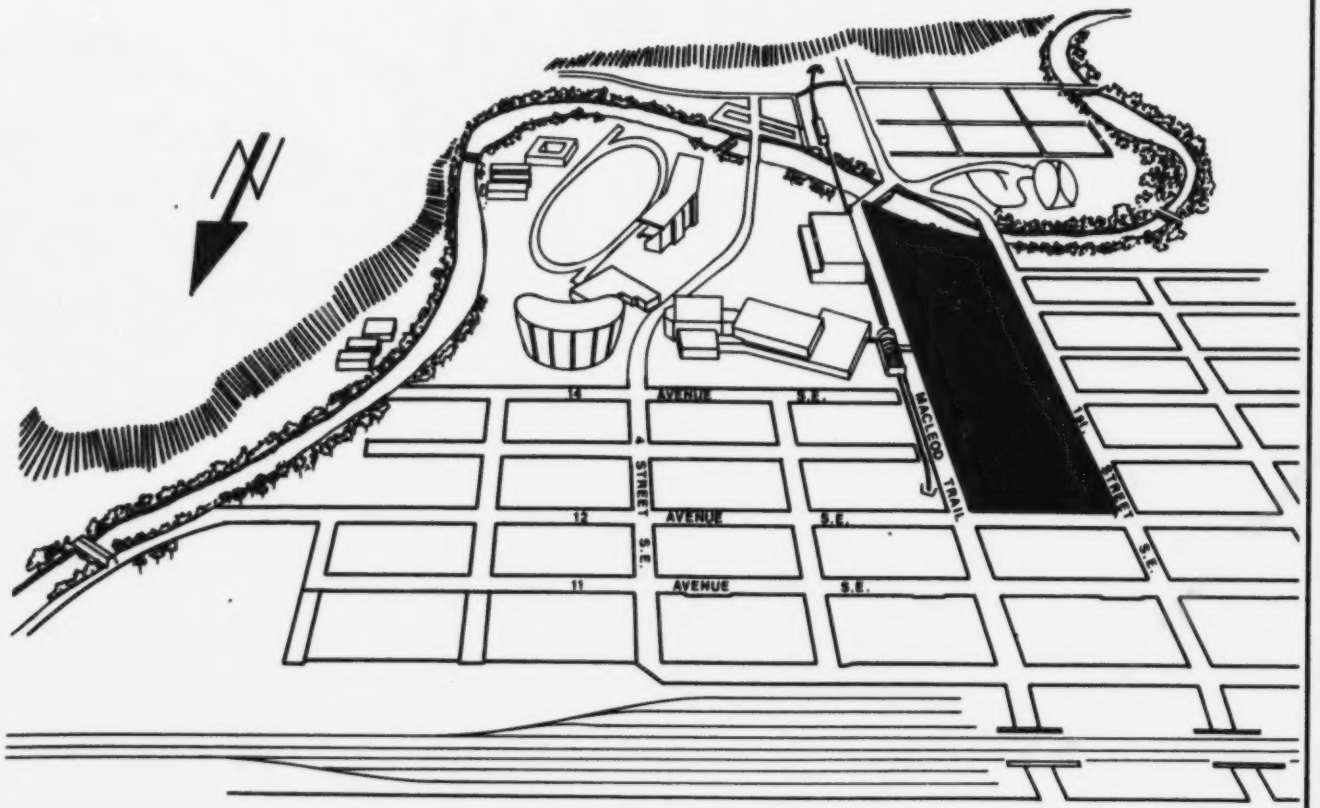
   D.C. 609
   D.C. 893
   D.C. 7932
   D.C. 205Z81
   D.C. 72Z82
   D.C. 185Z82

3. The balance of lands not covered by Policy 2 may be developed for a variety of uses. Individual applications for redesignations will be evaluated on their own merit with respect to:

   (a) impact on the transportation network

   (b) compatibility with existing or proposed pedestrian linkages

   (c) any other items the Approving Authority may wish to consider



VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

MAP No 9

TITLE

MacLeod Trail Couplet

LEGEND

MACLEOD TRAIL COUPLET

DATE

October 1984

THE CITY OF CALGARY
PLANNING DEPARTMENT

MAP No. 10

VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

TITLE

L R T Pedestrian Circulation

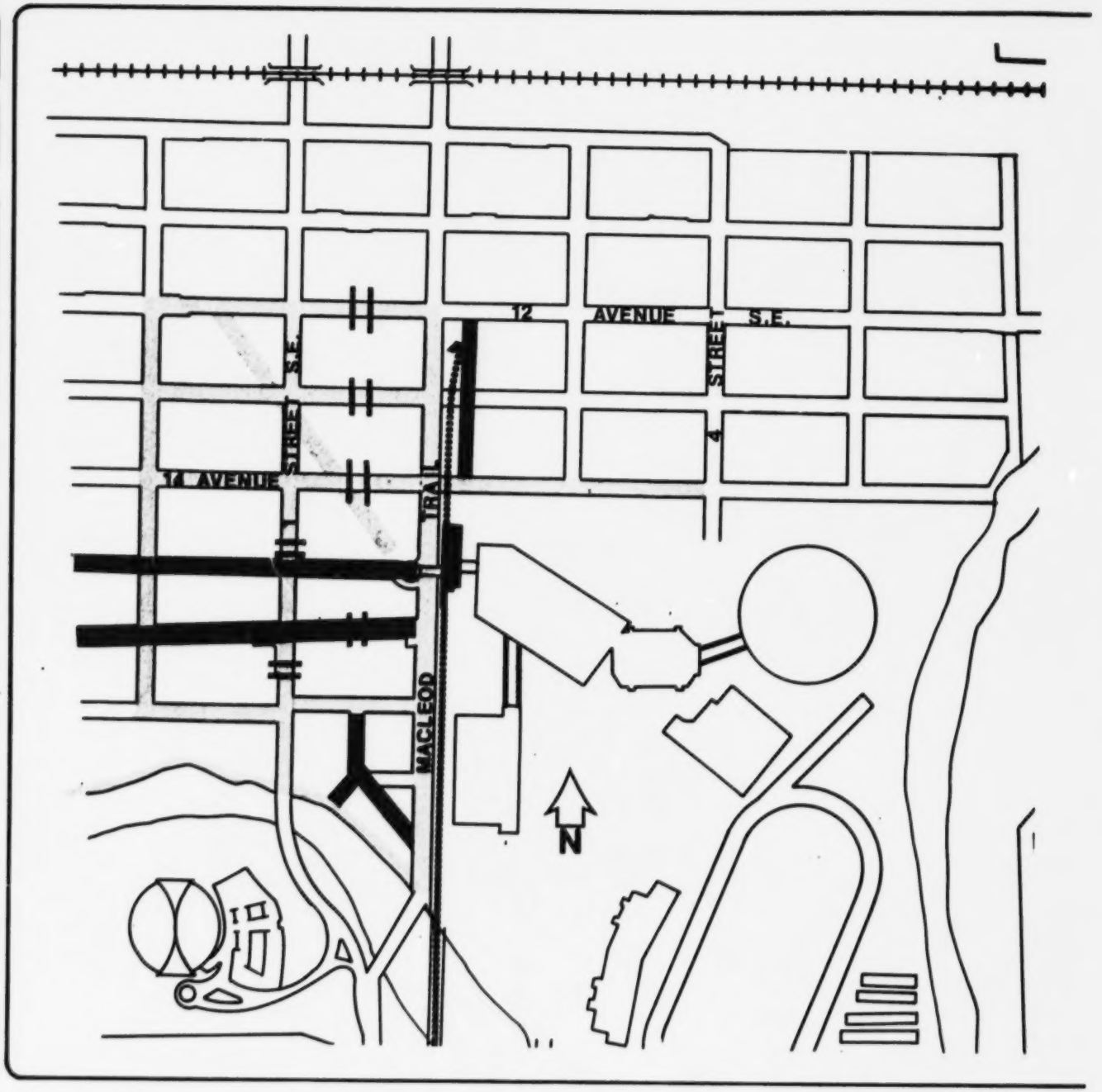
LEGEND

- PRIMARY PEDESTRIAN CIRCULATION CORRIDOR
- SECONDARY PEDESTRIAN CIRCULATION CORRIDOR
- PEDESTRIAN GRADE SEPARATION
- LRT LINE AND STATION

DATE

October 1984

THE CITY OF CALGARY
PLANNING DEPARTMENT



4. Sidewalks on both sides of primary pedestrian corridors, as outlined on Map 10, shall be widened, improved and landscaped through redevelopment of adjacent parcels of land.

5. Parking facilities shall be provided with at least 50 per cent of the stalls in structured parking. Surface parking shall not exceed 20 per cent of the site area.

E. STAMPEDE PARK

Introduction

The City of Calgary and the Calgary Exhibition and Stampede are currently undertaking a study which will determine the long term role of the Stampede and its grounds. Once the study is completed and accepted by both City Council and the Stampede Board, it will be possible to develop policies based on the general study. At that time, an amendment to this A.R.P. would be proposed and would include the Stampede Section.

Policies

1. The Calgary Exhibition and Stampede property lease with the City should be consolidated once the long term role of Stampede Park is determined.

IX. IMPLEMENTATION

A. LAND USE

The purpose of implementing the A.R.P. land use policies through redesignation is two-fold. Firstly, it is to ensure conformity between the A.R.P. and the Land Use By-law and secondly, it is to have the necessary land use designations in place to facilitate redevelopment. Redesignations would be in place prior to third reading of the A.R.P..

1. The area bordering 4th Street shall be designated to Direct Control based on the C-3 District plus those features identified in Section VIII A.

2. The area to the east of 4th Street shall be designated to Direct Control based on the RM-7 District plus those features identified in Section VIII B.

3. The area to the west of 4th Street shall be designated to Direct Control based on the C-4 District plus those features identified in Section VIII C.

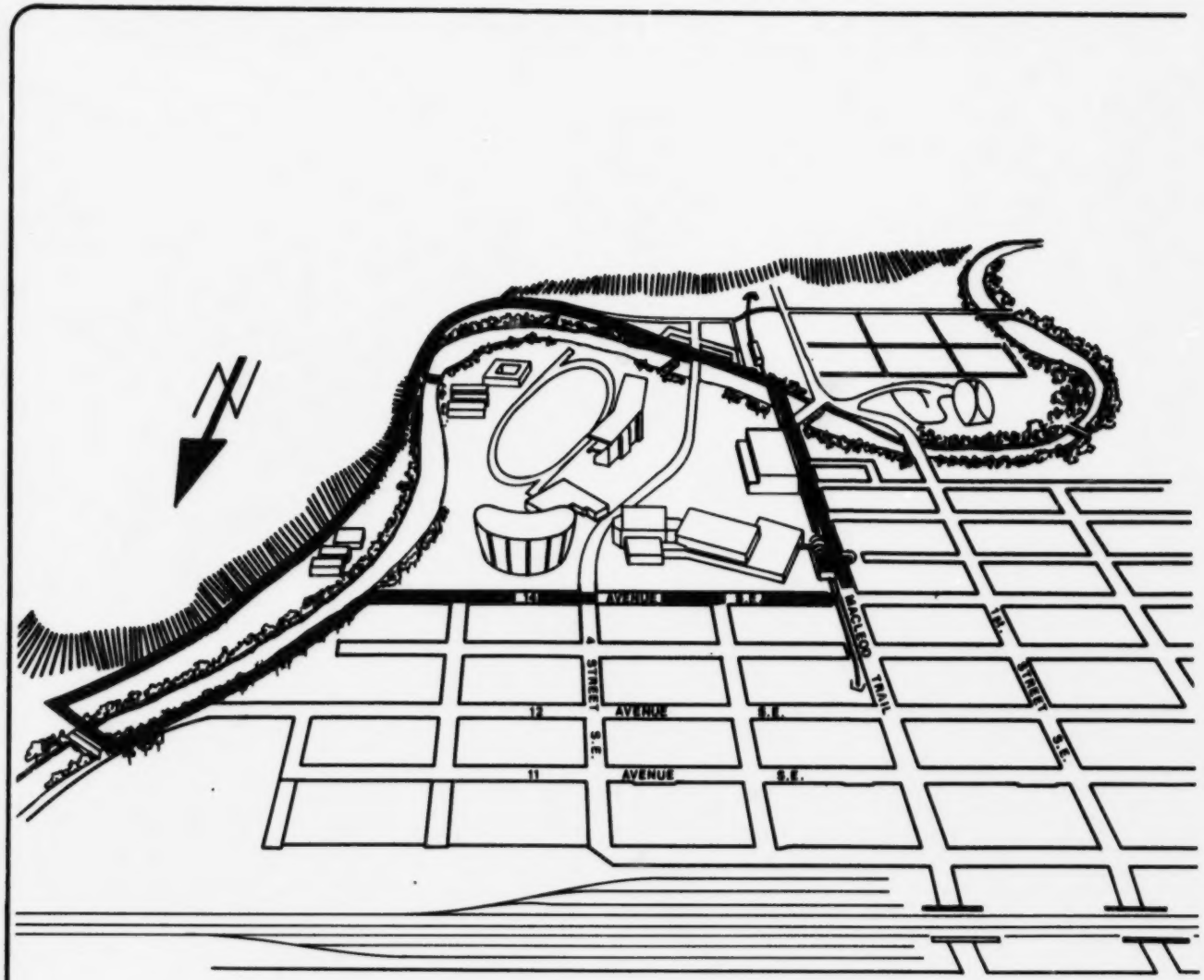
MAP No 11 VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

TITLE

Stampede Park

LEGEND

STAMPEDE PARK



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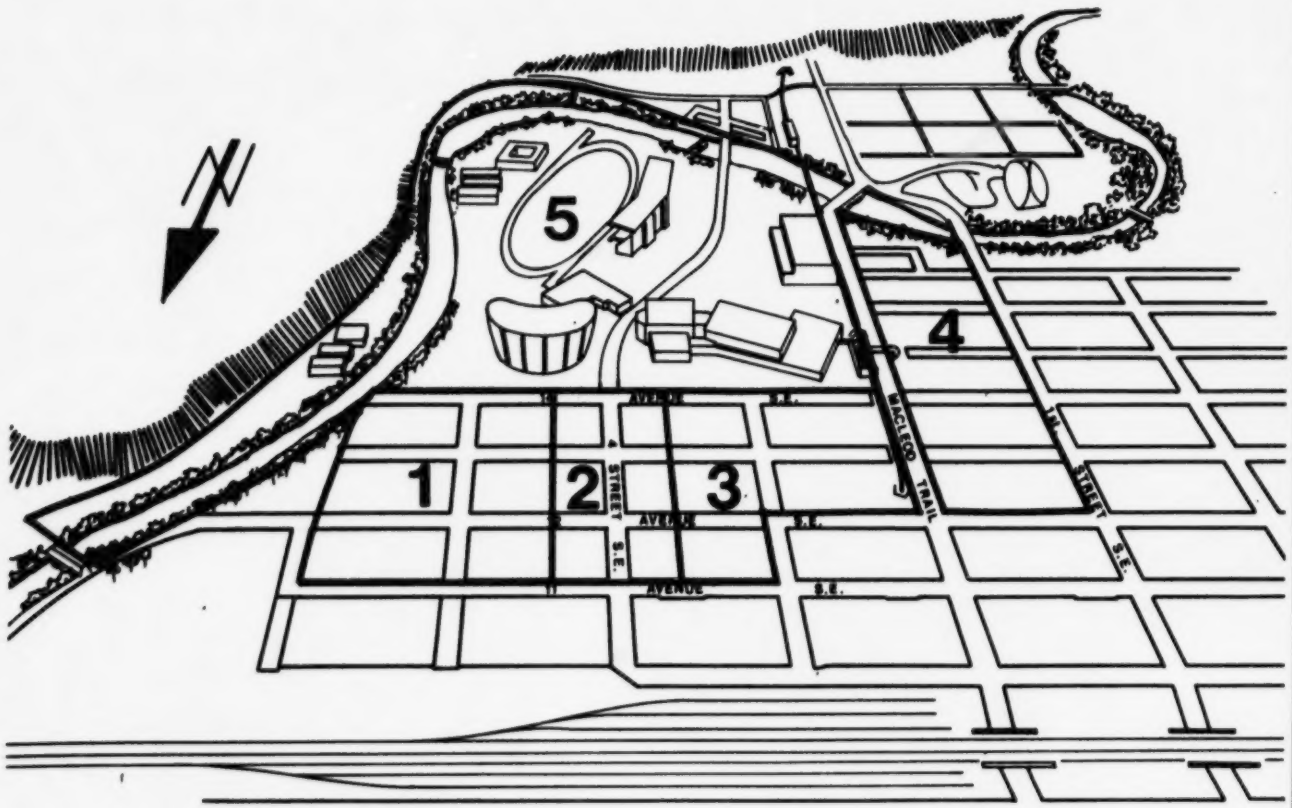


VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

MAP No. 12

TITLE

Sectors

LEGEND

1. EAST OF 4 th STREET
2. 4 th STREET
3. WEST OF 4 th STREET
4. MACLEOD TRAIL COUPLET
5. STAMPEDE PARK

DATE **October 1984**

THE CITY OF CALGARY
PLANNING DEPARTMENT

4. The area within the Macleod Trail Couplet would retain the existing land use designations until appropriate land use districts (which would reflect transit-related land use policies) are established by City Council. Individual redesignation applications may be made at any time before those new districts are established.

5. All land located within the Elbow River floodplain or floodway shall be developed in accordance with the floodplain management policies of the City of Calgary.

B. BONUSING

Bonusing is intended to benefit both the general public and the developer. Items that are provided in return for bonuses must be needed and public in nature. Granting of bonuses for public items reduce public costs and in both the short and long term.

The value relationship between the item provided and the bonus granted should be established as a matter of general policy to ensure that all items are evaluated in a similar manner.

The following policies outline the principles of how bonuses may be used in Victoria Park East.

1. A developer planning to develop east of the L.R.T. tracks may apply to use off-site bonus items. The development should not exceed the maximum densities permitted.

2. The bonus accruing to a developer should not exceed 1.5 times the value of the item being funded for an off-site bonus. Value to the developer shall be computed on the added value of the land component, whereas the bonus item shall be the cash-in-lieu provided for the off-site bonus.

Examples are given for clarity:

- Residential land value is established in Victoria Park East by the Approving Authority at $10,000 per residential unit.
- The developer provides $100,000 for off-site bonuses and obtains 15 more residential units.
- Commercial land value is established in Victoria Park East by the Approving Authority at $45 per square foot.
- For every $30 contributed to the off-site bonus fund, the developer could obtain an extra square foot in calculating commercial density.

3. The use of bonuses are only discretionary items to be negotiated between the Approving Authority and the applicant. The above policies set out basic parameters within which the negotiators should stay.

4. The City of Calgary Land Department, in consultation with the Planning Department and representatives of the development industry, shall establish the following land values generally on an annual basis and provide the appraisals to the Approving Authority

   (a) residential land value per unit,

   (b) commercial land value per square foot for the 4th Street sector,

   (c) commercial land value per square foot for the west of 4th Street sector.

5. The appropriateness, value, location and timing of bonusing items should be reviewed by the Approving Authority.

6. Provision of space for public amenity use in the commercial portion of buildings would not be included in the calculation of the commercial densities. The following guidelines should apply:

   (a) the space would remain in public amenity use for the life of the building

   (b) changes in use of this space to another public amenity use would be reviewed by the Approving Authority

   (c) public amenity space uses could include non-profit day care facilities, museums, theatres

   (d) this additional space should generally not exceed 20% of the building area.

7. The following list indicates what off-site bonus items may be considered, but should not be viewed as inclusive:

   - 4th Street public improvements
   - riverbank improvements
   - public art
   - above-grade linkage to Stampede Station

8. Provision of off-site improvements shall be the responsibility of the City of Calgary.

9. Payment for off-site improvements shall be made at the time of release of the Development Permit, refundable upon request of the developer/owner should the permit lapse.

C. PUBLIC INITIATIVES

Open Space

1. The maintenance of riverbank improvements adjacent to the Calgary Exhibition and Stampede should be part of the lease negotiations between the City of Calgary and the Calgary Exhibition and Stampede.

2. Funding for riverbank improvements should primarily come from off-site bonusing in the Victoria Park East area, with the remainder coming from the City of Calgary and the Calgary Exhibition and Stampede Board.

Actions

1. Services

The majority of services such as water, sewer, and storm sewer are many years old and were designed for a substantially smaller population. The need to upgrade these services is directly related to redevelopment. If redevelopment occurs at substantially reduced densities or does not occur, existing services would remain adequate.

(a) Estimated 1982 cost of upgrading water, sanitary sewer, storm sewer and paving is $2,100,000.

(b) The Engineering Department would improve those services on a need basis in areas defined by the Engineering Department when funds permit. (Map 13)

(c) All public utility upgrading costs shall be recovered from property owners within the Victoria Park East area at the time of redevelopment. Monies would be collected as new developments are approved.

(d) The Engineering, Planning & Building and Law Departments will examine various methods of charging these assessments as allowed under the Municipal Taxation Act and the Planning Act and report back to City Council with details on the appropriate mechanisms and proposed charges. Such charges should be structured so that early developers are not unduly burdened in the front-ending of these costs.

2. 4th Street Overpass/Underpass

Both the Administration report "Victoria Park East - Alternatives for the Future" and the McKellar Design Workshop recognized the need for tying Victoria Park and the East End together. The Administration report recommended a pedestrian overpass while the McKellar report recommended the construction of an underpass.

It is recommended that a link either over or under the C.P.R. tracks at 4th Street be built for the following reasons:

(a) Victoria Park is essentially locked in by physical barriers.

(b) There is a need to provide a processional route linking downtown to Stampede Park prior to 1988.

(c) To act as a catalyst to encourage the development of a retail and western theme on 4th Street.

3. City-Owned Land

The City of Calgary owns about 6700 m^2 of land between 12th and 13th Avenues, east of 5th Street East. About 4100 m^2 or 61 per cent of this land was acquired using Neighbourhood Improvement Program (N.I.P.) funds. The site has a capacity of about 260 units.

The City is currently investigating ways to provide approximately 1000 housing units for the 1988 Winter Olympics. If a number of sites are to be used, the Victoria Park site should be given high priority. After the Olympics, the units could be converted into various forms of social housing.

4. 4th Street Public Improvements

The purpose of the public improvements program is to establish a western theme for 4th Street as a major step in the revitalization of Victoria Park. The City will fund the public improvements program to encourage the early redevelopment of 4th Street.

MAP No. 13 VICTORIA PARK EAST AREA REDEVELOPMENT PLAN

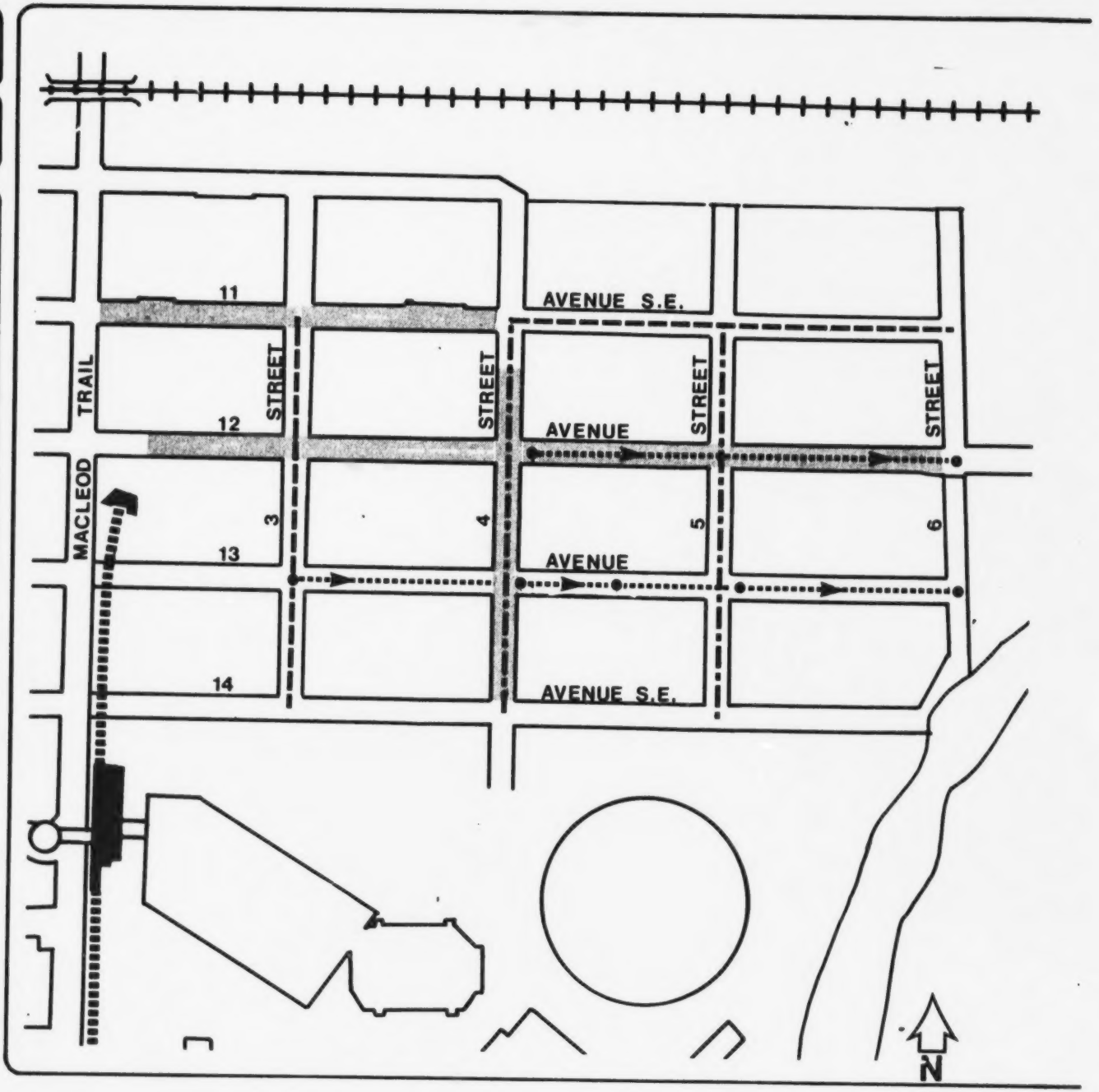
TITLE
Utility Improvements

LEGEND

- ROAD IMPROVEMENTS
- STORM SEWER
- PROPOSED 250 W/M
- PROPOSED 200 W/M

DATE
October 1984

THE CITY OF CALGARY
PLANNING DEPARTMENT



Boundaries

The boundaries of the improvement area are 4th Street S.E. from 10th Avenue to 14th Avenue. The public improvements would be confined to the public right-of-way.

Design Elements

The Public Improvements Program would consist of the following elements, incorporating a western theme:

(a) a wooden boardwalk

(b) street furniture such as benches and kiosks

(c) street trees and planters in selected locations

(d) a public signage system

(e) pedestrian scale lighting

Site specific planning of the design elements will be undertaken through a Public Improvements Master Plan to be developed in consultation with local property owners and business people. Illustrations are included in the Supporting Information section.

Incentives

Victoria Park East must compete for redevelopment with other high density areas within the City. The community's relative location and proposed land use policies cannot ensure that Victoria Park East will be competitive in the short-term. If the redevelopment of Victoria Park East is to be given priority over other high density communities, additional incentives may have to be established. These incentives could include reductions, waivers or deferrals of:

1. property taxes,
2. permit fees
3. service fees for utility connections/disconnections
4. direct recovery for local improvements
5. parking fees in future municipal structures

The City may also wish to take a leadership role in redevelopment of the area. Two levels of involvement could occur.

The first would be to undertake all public improvements on 4th Street S.E. and the riverbank prior to redevelopment happening. Some or all of the costs may be recovered once developers start redeveloping and applying to use off-site bonusing.

The second method is even more direct. This would involve developing the City-owned land on 12th Avenue and/or purchasing and developing land fronting on 4th Street.

Further study would be required before any of these alternatives should be considered for implementation. Such a study should attempt to ascertain:

1. the degree to which any incentive will influence a developer's location decision.

2. the cost to the municipality of offering the incentive.

3. the benefit to the municipality of influencing the location decision.

4. the necessary by-laws and civic operating policies that would require amendment.

5. the level of redevelopment that would be expected prior to the 1988 Winter Olympics.

If City Council wants an investigation of these incentives, it is recommended that the Administration report back prior to final reading of the A.R.P.

SUPPORTING INFORMATION

A. A Brief History of Victoria Park East

As a residential area, Victoria Park East has played a unique role in the growth of Calgary. Victoria Park, which pre-dates Calgary's incorporation as a town in 1884, historically attracted low-income, working people and maintains that character today. The community developed largely because of its proximity to Fort Calgary (1887), the Canadian Pacific Railway station (1883) and Calgary's developing downtown.

In 1885, the Calgary Agricultural Society was formed to produce Calgary's first exhibition the following year. In 1889, the Society purchased 94 acres north of the Elbow River from the Federal Government. It was decided to name the park after Queen Victoria who was then ruling, and the official name became Victoria Park. As the years passed, the community to the north took on that name as well.

By 1902, 83 per cent of the existing residential structures had been built. The nature of these homes would soon change, however, with the conversion of single-family houses into rooming houses. This was partially due to the advent of the street car and the opening of the new C.P.R. yards in Ogden in 1909.

The introduction of the street car to Calgary brought with it the first suburbs. Residents could live further from their work place and consequently, Victoria Park lost its original appeal. When the C.P.R. opened its shops in Ogden and developed local residential subdivision, a number of Victoria Park East residents relocated there.

From 1950 to 1965 Victoria Park East, like most inner city areas, found itself trapped between and expanding downtown and the increasingly popular suburbs. Hemmed in by transportation corridors and neglected by progress, Victoria Park East lost its most affluent population as these people sought more attractive communities to live in. Again, these older and larger homes were converted into accommodation for low-income families, singles and elderly persons.

In 1968, City Council approved the north expansion of the Calgary Exhibition and Stampede to 14th Avenue. The remainder of Victoria Park was left in limbo. Politicians, residents and the Exhibition and Stampede Board could not decide whether the area should be rehabilitated or redeveloped. The debate lasted 12 years.

But in 1977, City Council approved the Design Brief for Victoria Park and set in motion the Neighbourhood Improvement Program (N.I.P.). Approximately $836,000 in N.I.P. funds were spent in Victoria Park with an additional $936,000 spent on Residential Rehabilitation Assistance Program (R.R.A.P.) projects.

B. Present Conditions in Victoria Park East

The study area has a number of distinct areas. To analyze land ownership patterns, only two areas were studied; the land in the Macleod Trail couplet and the land east of the L.R.T. line.

Real estate activity was very high in Victoria Park East in 1981, but slowed considerably in 1982. In the area east of the L.R.T. tracks, approximately six sales were recorded in the first half of 1982. Only one occurred in the last half.

December, 1982 land onwership patterns are as follows:

	MACLEOD TRAIL COUPLET		EAST OF L.R.T. TRACKS	
	area	% of total	area	% of total
owner-occupied	1.0 ha	14.5	2.3 ha	15.9
absentee-owner	1.3 ha	18.8	7.8 ha	53.8
developer	4.4 ha	63.8	2.8 ha	19.3
public	0.2 ha	2.9	1.6 ha	11.0
	6.9 ha	100.0	14.5 ha	100.0

Land ownership patterns in Victoria Park are not expected to change in the near future. Land ownership figures indicate that approximately two-thirds of the Macleod Trail couplet area (public and developer held land) could be developed when market conditions improve.

Less than one-third of the land east of the L.R.T. tracks is prepared for redevelopment. General building conditions in this area are considered to be poor. Many houses have never been improved.

C. Recent Planning Activities

In the spring of 1981, City Council approved the location of the Saddledome in Stampede Park. During this debate, City Council set in motion a number of planning activities.

The first activity to be started was the Area Redevelopment Plan. Subsequent to the instruction, the Mayor's Task Force on Victoria Park was established to examine what northern access road was most appropriate for the Stampede and the community. City Council then redesignated the community from RM-4 to RM-7.

The A.R.P. process started by letters being sent to all property owners and residents in the community. A community planning advisory committee was established, and representatives from the Victoria Park Community Association, the Victoria Park Property Owners Association and the Calgary Exhibition and Stampede, participated.

The first report produced was entitled "Victoria Park East - Alternatives for the Future" and was reviewed by City Council in November 1981. City Council narrowed the land use options, and requested that consultants be hired to hold a design workshop.

McKellar Architects were retained and they held a series of workshops in the spring of 1982. City Council reviewed this report and associated graphics and approved the seven recommendations in principle. These recommendations are summarized below:

1. That those lands abutting the Elbow River adjacent to Stampede Park and extending south from the Zoo and Fort Calgary to the Aquatic Centre be transformed into a major year- round recreational facility.

2. That 4th Street S.E. be developed as a ceremonial route linking the Civic Centre and the downtown core to Stampede Park.

3. That commercial development in Victoria Park focus on 4th Street S.E. with an emphasis on those uses which can capitalize on the recreational, cultural and entertainment potential generated by Stampede Park.

4. That the area to the east of 4th Street S.E., encompassing approximately 6 blocks, be predominantly residential.

5. That the area to the west of 4th Street S.E., encompassing approximately 5 blocks (excluding Victoria Park School), be a mix of residential and commercial uses.

6. That direct incentives be offered to encourage development on smaller land holdings throughout Victoria Park.

7. That having made the commitment to relocate the Bus Garages to Victoria Park, immediate consideration be given to reducing the impact of this facility on Victoria Park.

During this period, City Council also requested that the Administration work closely with the Calgary Exhibition and Stampede in preparing a document which would examine the long-term role of that facility. Work is still progressing on that study.

In the spring of 1983, the report of the Mayor's Task Force on Victoria Park was reviewed by City Council. The report recommended that 4th Street be kept as the northern access routes and public transit would play an increasingly important role among other related items. City Council approved the document in principle.

Work started on the preparation of the actual A.R.P. after the design workshops were concluded, and has been guided by those workshop concepts along with other directions issued by City Council.

D. Potential Development and Population Calculations

Each sector has been reviewed as to development potential.

4th Street Sector - Commercial development was calculated at 2.5 F.A.R. which would result in about 438,000 square feet.

East of 4th Street Sector - Residential density was calculated at an average of 160 units per acre which would yield 2,850 residential units.

West of 4th Street Sector - Commercial space was calculated at 1.5 F.A.R. which would result in 800,000 square feet. Residential development was calculated at 85 units per acre which would yield 1,050 units.

In summary, a total of 1,238,000 square feet of commercial space could be built along with 3,900 residential units.

E. Transportation System Background

Eventually, Victoria Park East will be accessed by three major transportation facilities, the South L.R.T. line, the Macleod Trail Couplet, and the South Downtown By-pass. Although these facilties make Victoria Park East accessible on a regional basis, the area is isolated and confined when considered from a local access point of view. This isolation is caused by barriers on all four sides of the area; railway tracks to the north, Stampede Park to the south, L.R.T. tracks to the west and the Elbow River to the East.

Much of the area west of 4th Street is within the primary impact zone of the Stampede L.R.T. Station. However, these barriers on three sides restrict vehicular access to the area to two all-turns intersections: 4th Street S.E. and 6th Street S.E. It is this vehicular access limitation which isolates Victoria Park East.

This Area Redevelopment Plan ensures that the type, form, and density of development is compatible with the transportation system characteristics and capacities. Because Victoria Park East is isolated, it is important to the viability and vitality of the area that excessive pressure not be placed on what little access is available. Therefore, the general land uses and densities are related to the functioning of the transportation system, both transit and roadways.

A change in one of the components of the land use or transportation network will necessitate changes in the other components if the delicate balance is to be maintained.

A transportation study was undertaken to determine the point at which a balance could be struck between land use (type/density) and transportation system capacities. Since redevelopment is expected to occur throughout the next ten to fifteen years, some assumptions were made regarding the transportation facilities which would exist at the time of redevelopment.

The densities proposed assume that the following transportation system improvements will provide access to the area:

1. South L.R.T. connecting up to three additional lines in the Downtown;*
2. The 26th Avenue Connector;
3. The 4th Street Underpass;
4. The South Downtown By-pass.

The 4th Street connector, originally suggested as an underpass, is outside the study area boundaries and the following comments are offered for guidance only.

However, it is important to note that the 4th Street underpass is not being recommended yet. Estimated costs are $4 to $7 million for the underpass. Coupled with the recently approved downtown road hierarchy system, which did not envisage 4th Street playing a major role, the underpass cannot be justified at this time. Proposed land use densities and uses in the Victoria park area can still be accommodated but increased congestion would likely occur at the four intersections of the Macleod Trial couplet and the 11th and 12th Avenue couplets. Rather than recommending an underpass, it is suggested that a pedestrian overpass (estimated costs of $1 to $1.5 million) be considered.

*NOTE: Although the computer model run used to project future traffic volumes assumed three additional L.R.T. lines in the Downtown, it is now anticipated that only two additional lines can be expected in the next 10-15 years.

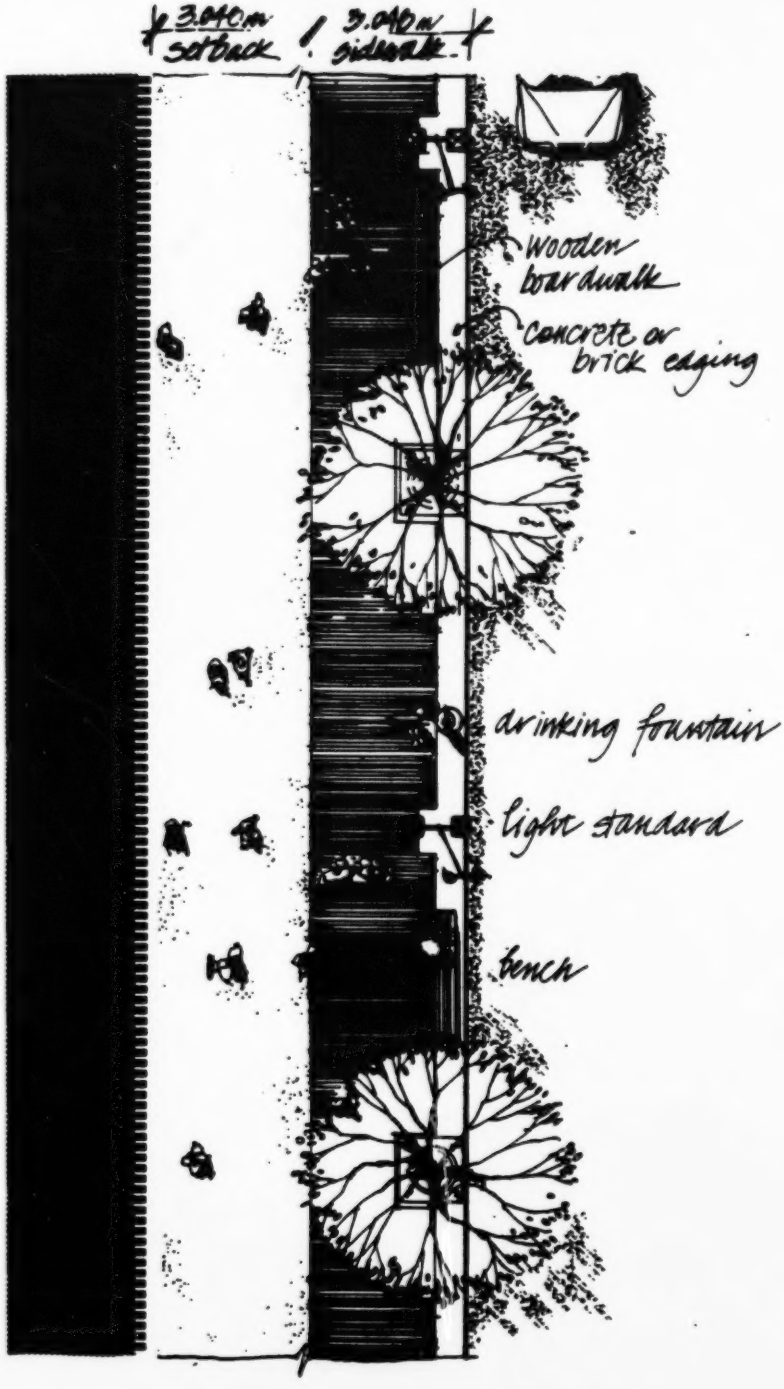
F. 4th Street S.E. Public Improvements and Design Concepts

The intent of the public improvements program is to provide an attractive sidewalk area for pedestrians, emphasizing the western theme of the area adjacent to the Calgary Stampede Grounds. Because 4th Street is to function as a ceremonial route, and may also have street festivals and other attractions at which large numbers of people congregate, the typical 3 metre wide sidewalk space.

Design Details

Boardwalk

To emphasize the western theme, the sidewalk area would be comprised of a wooden boardwalk. This would be constructed of 2 X 4's attached to a framing with screws. The boards would be spaced about 3 mm apart to allow drainage to a concrete pavement area below, which would be sloped and drained. The boardwalk is to be separated from the curb by a paved utility strip. Hydrants, light standards, signs, parking meters, and other utilities or required street items, are to be placed on this strip, and therefore will not be affected by the periodic replacement or upgrading that the boardwalk may require. This paved edging will also be complementary to the predominant building material in the area for new buildings, which is expected to be brick.


3.040m setback
3.040m sidewalk
wooden boardwalk
concrete or brick edging
drinking fountain
light standard
bench

Street Trees

Street trees are to be used to provide strong visual definition for the street. The street trees are to be located at approximately 13.5 m intervals, 880 mm from the curb. Tree grates are to be used as well as the City's standard tree boxes. The grates are to be flush with the brick paver edging and the wooden boardwalk.

Suitable tree species are: black ash, amur cherry and green ash. Ideally, the trees are to be watered by means of an underground irrigation system.

Site Furniture

Benches and litter bins can be placed on the sidewalk adjacent to the roadway. It is preferable, however, that most of the site furniture be placed within the 3 m setback area. The site furniture would be in styles in keeping with the western theme, and would consist of benches, phone booths, drinking fountains, signage, etc.

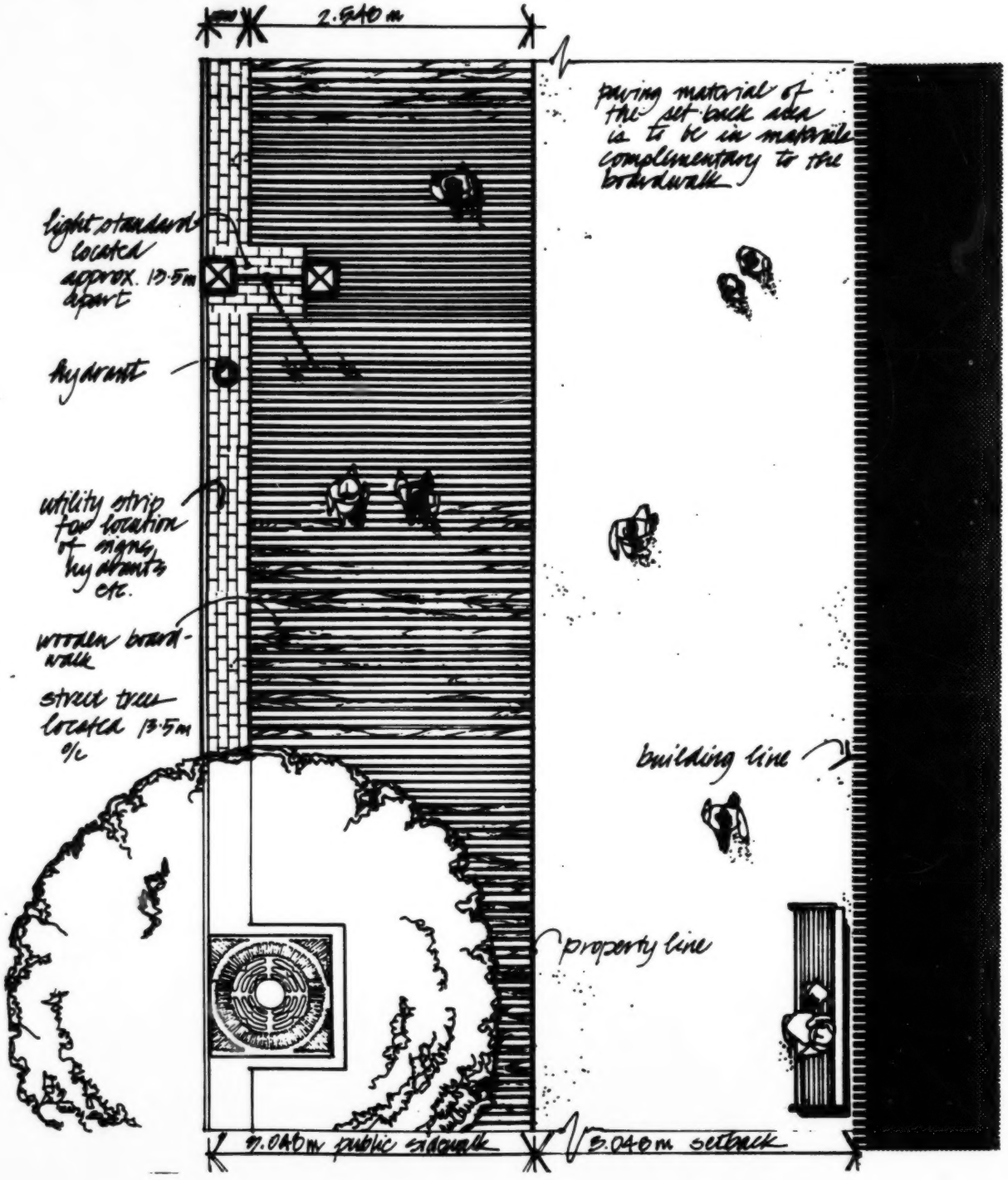
Cost Estimate Infomation

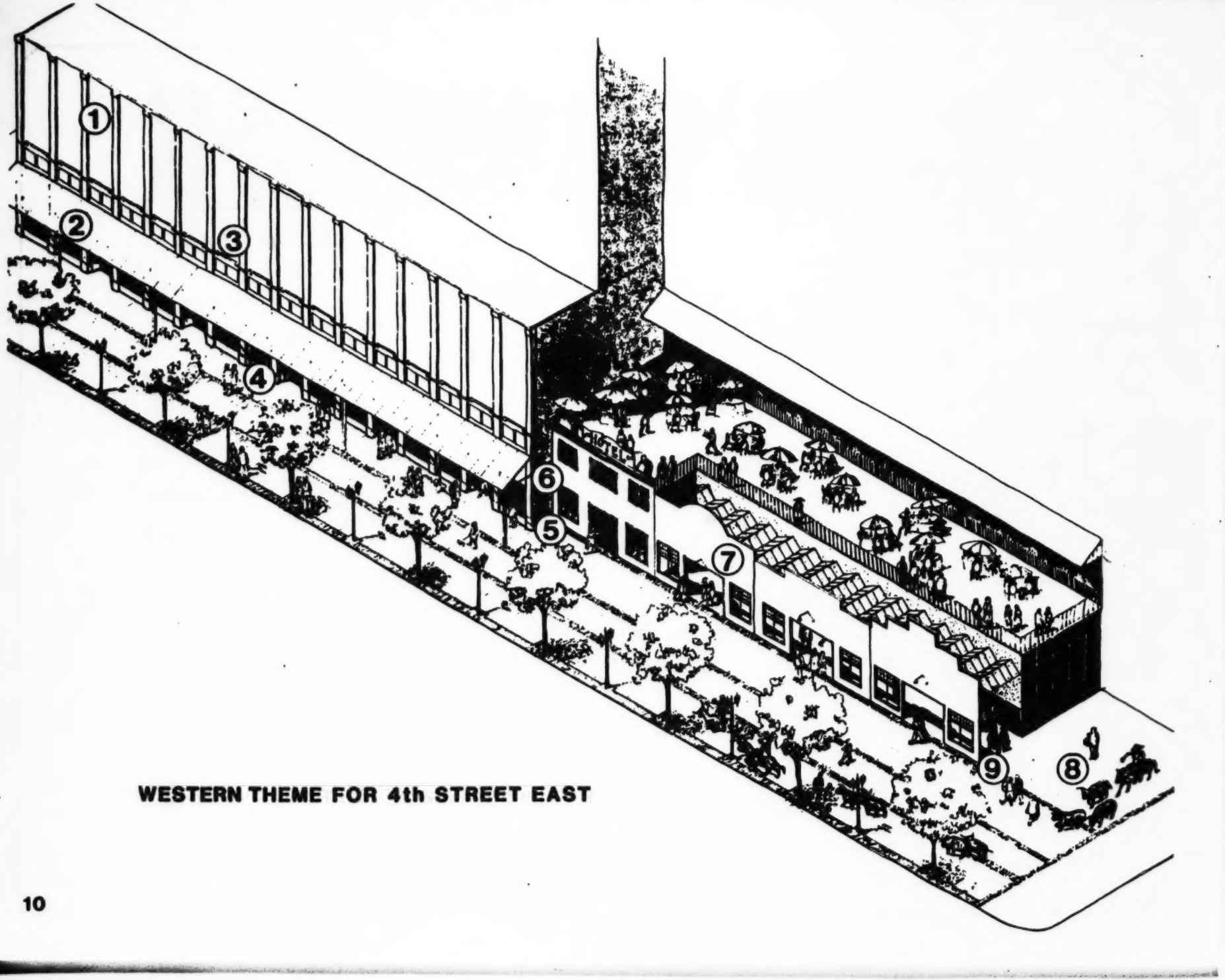
Block lengths (including flankage at the intersections)	10-11 Ave.	85.3 m
	11-12 Ave.	91.4 m
	12-13 Ave.	93.0 m
	13-14 Ave.	92.7 m
Total		362.4 m
Total for both sides of 4th Street		725.0 m

Sidewalk (curb & gutter, boardwalk, etc.) $91/lin. ft.	$217,000
Site furniture (est.)	$ 35,000
Decorative light standards	$130,000
Roadway lighting $10/lin. ft.	$ 17,000
Street trees (48 at $1,300)	$ 62,400
Sidewalk removal	$ 60,000
Water fountains (2 at $35,000)	$ 70,000
	$591,400

Cost Estimate Information - cont.

Plus 20% contingency for contractor's profit, catch basin relocation, etc.	$119,000
	$710,400
TOTAL cost is approximately	$700,000


2.540 m
paving material of the set back area is to be in materials complementary to the boardwalk
light standards located approx. 13.5m apart
hydrant
utility strip for location of signs, hydrants etc.
wooden board-walk
street trees located 13.5m o/c
building line
property line
9.040m public sidewalk
3.040m setback



WESTERN THEME FOR 4th STREET EAST

LEGEND

1. **pilasters articulated**
2. **canopy with western post and brace**
3. **facade treatment to acknowledge height of western facades**
4. **small scale rhythm of windows, recessed entrances**
5. **sandstone plinths or caps**
6. **Victorian retail windows (unit having multiple panes above single or double pane)**
7. **free-standing 'false' fronts**
8. **life-size western bronze sculpture**
9. **wooden boardwalk on-site**

Title: Western Theme for 4th Street East

The style of commercial building typical of the Canadian West included several recognizable characteristics: false fronts, a general height limit of one or two storeys, simple structural systems and decoration, articulated facades, the use of sandstone as a building material, a Victorian retail window treatment, the canopy over a wooden boardwalk, among others. The illustration opposite shows two discrete approaches to a western theme: 1) a brick building which uses western design elements as an integral part of the plan and facade design; 2) a false front at-grade permitting maximum flexibility in the treatment of the building behind. Both approaches can be adapted to the use of non-combustible durable finishes for a wide range of solutions.

G. Community Point of View

NOTE: The Community Point of View has been prepared by representatives of the Victoria Park Community Association and the Victoria Park Property Owners Association. It is presented without any editing being undertaken by the City of Calgary.

The Future

"Victoria Park is the Community where all three L.R.T. legs will eventually join. It is also the centre of the above concept which links the Performing Arts Centre, Civic Centre, Fort Calgary, Stampede Park and the Aquatic Centre. As such, Victoria Park is in a strategic location and could become the cornerstone of a "future vision" for Calgary; the vision that can result from a "Calgary 2000 Comprehensive Plan". A future Victoria Park should be based on the role it can play taking the fullest advantage of this strategic location."[1]

1 D' Amore, L.J. and Associates, Final Report on Impact Assessment, Mayor's Task Force, Victoria Park.

The above quotation captures the strategic importance of Victoria Park East in the downtown core, which together with the function the area will serve as a gateway during Olympic events in 1988, points out the need for a plan which provides incentives for creative and unique development in East Victoria Park.

Sector Policies

The A.R.P. committee as a whole feels the right incentives have been provided for in the residential precinct east of 4th Street S.E. and the ceremonial route in 4th Street S.E. Both of these area followed the recommedations contained in the Victoria Park Design Workshop. However, no clear vision has emerged for the precinct west of 4th Street S.E., which some committee members feel is a very viable and critical piece of land, in that it lies within the primary impact area of the Stampede Station, is west of the ceremonial route and is in direct competition with the west side of Macleod Trail. Representatives of the Property Owners and of the Community Association unanimously feel that the density, suggested by the Planning Department, for this precinct is not in keeping with the suggested 50-50 residential/commercial split proposed in the McKellar Report and passed by Council as a guiding principle for the A.R.P. development. The suggested density is felt to be inadequate for development incentives on the following basis:

1. Commercial and residential densities within the primary impact area surrounding other L.R.T. stations are higher than the suggested density for the precinct on the east side of Stampede Station. (Densities on the west side of Stampede Station are also higher.)

2. Creative and unique development could well provide diversions which in turn could extend the entry and exit time of people attending Stampede Park functions. The Planning Department's suggested density for this area could well stifle creative development.

3. It is questionable that a high proportion of residential development would be desirable for this precinct or that it would attract permanent tenants.

4. It is difficult to comprehend why increased commercial density in such a small pocket of land could have such a devastating impact on the transportation system when it is adjacent to the L.R.T. East Victoria Park appears to be penalized for densities approved in adjacent areas.

5. The area should not be so highly predetermined as competition on the other side of Macleod Trail is extreme and if East Victoria Park is not competitive with development on the West side, this critical piece of land will stagnate.

In order for redevelopment to occur in the precinct west of 4th Street S.E., it is vital that both Calgary Planning Commission and City Council approve a higher commercial density, thus enabling the redevelopment process to begin.

In order to achieve this objective, it is felt that a bonus system be implemented to support and encourage developments which provide the following:

- exterior public areas
- interior public areas
- garbage containers enclosed in buildings
- exterior building lighting
- building form and design
- public art
- arcades
- landscape lighting
- street furniture
- interior malls
- fountain/water landscape
- underground parking
- public areas at-grade
- at-grade or above-ground linkage to Stampede Station
- higher densities only on large sites with smaller sites able to transfer densities to large sites

In order to achieve the above public amenities and make the precinct between 4th Street S.E. and Macleod Trail a "people place" it is suggested that the following density be approved:

2 F.A.R. Commercial bonusable to 4 F.A.R. Commercial with a minimum of 85 units residential per acre.

Transportation

The need for a South Downtown By-pass is questionable as it appears to be outdated and fails to meet the objective for which it was originally planned. It is felt that this by-pass would have a detrimental effect on the community in that it would further curtail the movement of vehicles in and out of the community as only 4th Street S.E. and 5th or 6th Streets S.E. would be open to traffic.

Should the Downtown By-pass be considered viable in the future, it is suggested that the route of the by-pass be along 10th Avenue S.E., skirting the C.P.R. tracks with 12th Avenue S.E. and 3rd Street S.E. left open to facilitate the movement of traffic between 4th Street S.E. and Macleod Trail. Such a route would have the least negative impact upon future plans for the redevelopment of Victoria Park. It is also vital that all communities affected by the South Downtown By-pass be a party to any transportation plans or resolutions relating to this by-pass in the future.

The community view of the 4th Street S.E. underpass is the same as that presented in the "McKellar Report", which indicated that the development of an underpass at 4th Street S.E. is essential and vital to the redevelopment of Victoria Park East and should be viewed independently of the South Downtown By-pass.

Parks and Green Space

Victoria Park East has limited green space. For this reason, the encouragement of green space, proper landscaping of the bus barns to reduce the negative visual impact, tennis courts on the bus barns roof and beautification of the riverbank would service and benefit the community and should be implemented immediately.

Implementation

The community wholeheartedly concurs with zoning all sectors Direct Control with the guidelines set forth in the sector policies of the A.R.P. and the community point of view for the sector between 4th Street S.E. and Macleod Trail. Direct Control allows the latitude for the development industry to bring forth innovative ideas and also permits a project to be judged on its own merit in context with the guidelines as presented in the A.R.P.

Incentives and Catalysts for Redevelopment

Due to years of neglect and continued deterioration of the community, it is vital that, especially during these difficult economic times, incentives be approved to initiate redevelopment of the area.

1. Some media housing units be approved for the City-owned land between 5th and 6th Streets S.E. on 12th Avenue. These would be most beneficial to the community if some units could revert to senior citizen accommodations after the Olympics as it would provide future residences for seniors presently in the area who wish to remain.

2. The 4th Street S.E. underpass (independent of the South Downtown By-pass) is imperative to the plans for redevelopment, as there must be vehicular and/or pedestrian linkages from Victoria Park East to the East Downtown Core.

3. The community concurs with the original A.R.P. directives that Stampede Park expansion not go beyond 14th Avenue S.E. The community does encourage the Stampede Board to participate in the redevelopment of Victoria Park East by developing facilities that have mutual benefit to both the residents and the Stampede Board, as long as they act as developers on the open market for land purchases and the development complies with the guidelines outlined in the A.R.P.

4. The community strongly supports the development incentives outlined in the A.R.P. The area has long been stagnant of any development and is in desparate need of incentives to act as a catalyst to spur immediate development. Without incentives, Victoria Park East would not be as competitive with adjacent areas and may well continue to stagnate. The Olympics are less than five years away - the time to start redevelopment is now.

This A.R.P. has served to unify all parties toward one common goal - the redevelopment of Victoria Park East. When fulfilled, the A.R.P. will create in Victoria Park East, the most exciting living, shopping and entertainment area in the City of Calgary.

The potential is there, for the A.R.P. accommodates residential development; 4th Street S.E. serves as a gateway to all Stampede activities and the area from 4th Street S.E. to Macleod Trail provides for commercial facilities which would accommodate the appropriate theme and a half million people who visit Stampede Park annually.

We invite the Calgary Planning Commission and City Council to join the community in making this vision a reality by taking the initiative to approve the A.R.P. for Victoria Park East and making it begin now.